









Digitized by the Internet Archive  
in 2019 with funding from  
Media History Digital Library

[https://archive.org/details/motionpictureexh70jaye\\_0](https://archive.org/details/motionpictureexh70jaye_0)









# MOTION PICTURE EXHIBITOR

OCTOBER 9, 1963

Volume 70

Number 14

IN THREE SECTIONS • THIS IS SECTION ONE



## Lots Of Surprises For Allied Meet

(See page 8)

## Embassy Fights Memphis Censors

(See page 13)

Walter E. Branson, head of the Hollywood studios of National Screen Service, was recalled to the home office in the newly created post of vice-president in charge of distribution. (Story on page 12).

**J. MYER SCHINE SAYS A MOUTHFUL . . . see editorial—page 3**



# THE EXCITEMENT BEGINS IN THE PRESS WITH SMASH ACCLAIM FOR "IN THE FRENCH STYLE"

**"★★★★ (HIGHEST RATING) THE BEDROOM SCENE IS SO  
POIGNANT, IT BECOMES A TRIUMPH!"**

**"IRWIN SHAW HAS PROVED HE  
KNOWS HIS AMERICAN AUDIENCE.**

His story of a pretty American girl in the Paris world of artists, models, fashions, newspaper correspondents and young Frenchmen is spelled out by Shaw with fine attention to detail. Funny and true, rueful and happy, with just enough difference to give it the spice of reality."

—N.Y. Post

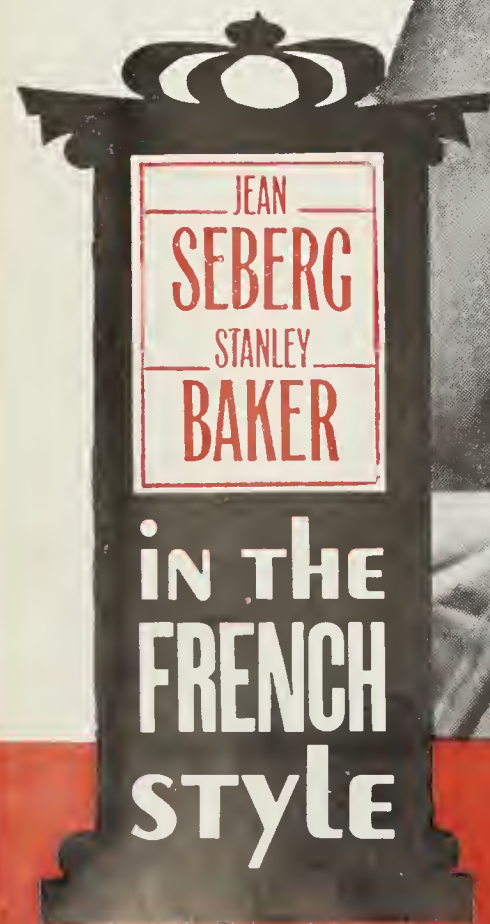
"Sin, solace, sleekness and sophistication is Irwin Shaw's story of an American girl on the loose in Paris."—Herald Tribune

"An adult drama like 'La Dolce Vita'."—

"Robert Parrish has done a good job of directing Jean Seberg as an American girl in Paris who finds herself slowly becoming a barroom and boudoir beauty."—N.Y. Times

"Expertly-made romantic drama in which Jean Seberg and a young French student have a physical affair with bittersweet results."—World Telegram & Sun

"Excellent. Intimate, authentic."—Columbia



**NOW WATCH FOR MORE EXCITEMENT THROUGHOUT  
THE NATION...IN THE COLUMBIA BOXOFFICE STYLE**



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 32nd Street and Elm Avenue, Baltimore, Md. 21211. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecuff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 70 • No. 14

OCTOBER 9, 1963

## J. MYER SCHINE SAYS A MOUTHFUL

THE MOTION PICTURE INDUSTRY appears to be in the paradoxical position of doing what it can to ruin itself while the public tries to save it. There are definite indications that the honeymoon between the commercial-ridden television screen and the American public is over and that more and more people are ready to leave the living room and head for the theatre. At the same time, the gulf separating exhibition and distribution seems to grow ever wider.

This war for survival makes neutrality impossible, and yet, with the times crying for positive action, little is being done. Pious words are exchanged while wholesale changes in film sales policies threaten theatres everywhere with disaster.

J. Myer Schine, who has been around long enough to know what he is talking about, put it bluntly and accurately when he remarked that distribution doesn't seem to care whether theatres survive or not. That is a harsh judgment, but the facts seem to bear it out.

Exhibitors generally are fearful of television, and yet they are forced to stand by and watch while their suppliers provide this hungry competitor with product. Even if we admit the necessity of selling film to television in the face of a boxoffice recession, that still does not excuse the increasingly unrealistic terms and policies being asked that threaten to decrease still more the number of theatres able to operate profitably.

More and more theatres are being caught under-reporting. Men whose reputations have been spotless heretofore are being forced to lie about their boxoffice returns in the hope that they will not be discovered, which of course is poor business judgment.

Of course, most of these theatremen are caught and pay up rather than be exposed. The truly unfortunate part of this,

however, is the fact that it has created an entirely new industry code of ethics, or more accurately an industry code of no ethics. Distribution really does nothing to discourage this unfair, unlawful method of doing business. While settling numerous claims, film companies continue to do business with the culprits. We may be soft-headed, but it seems this callous approach to the question of right and wrong leaves the honest exhibitor just a little bit sick.

Not too long ago, we were approached by a self-confessed short-changer who asked us to intercede in his behalf. He wanted to stay in business. We tried to help, and in the middle of our peace-making efforts, this theatremen was caught under-reporting again. When we asked him why, his reply was simple: "I have to cheat if I want to continue to operate." Needless to say, we abandoned him, but he is still doing business at the same stand in the same way.

Any business that places a premium on dishonesty and makes good men so desperate that they resort to evil deeds is in deep need of change. For how long will this turmoil continue? The answer is in the hands of every industryite who feels any pride at all in himself or in motion picture entertainment. This industry has given too much joy to too many people to be allowed to rot away from within.

Mud-slinging won't help. Who is to blame is no longer the important question. It is time to act—as individuals and through your trade organizations. If you believe this industry is worth saving, raise your voices now. The conspiracy of silence is the greatest enemy the motion picture industry has ever faced. It is rooted in fear and the man who is always afraid is something less than a man.

## AMUSEMENT PAGE BONANZA

WE HAVE COMMENTED more than once on unimaginative film advertising that can turn a newspaper amusement page into a dull gray blob. Letters from readers have confirmed the fact that imaginative, different ads, particularly in the smaller sizes used by most theatres, are desperately needed for most feature films.

Too often, the press book on a feature looks just like every other press book that comes to a theatremen's attention. Only the title is different.

Yes, we have done our share of knocking. That is why it is such a pleasure to salute an advertising job well done. Recently, we received proofs of the United Artists advertising campaigns for "JOHNNY COOL," "LILIES OF THE FIELD," and "STOLEN HOURS." We had previously seen all these films and knew they were good. For a change, the newspaper

ads measured up in quality to the screen offering. Don't take our word for it. Take a look at them for yourself.

The salable qualities of every picture have been captured in the ads. White space has been used effectively, and we'll miss our guess if these ads don't pop off any newspaper page with the power and vitality that guarantee reader interest.

Our congratulations to Fred Goldberg and his capable staff. They have done themselves proud, and more important, they have done full justice to the excellent films they are trying to sell. Also deserving of a special salute are the fine ads in smaller sizes. These are far more than just a reduction of large advertisements. Exhibitors everywhere will be grateful. We look for this trio of fine features to perform very well at the boxoffice, and a large share of the credit will belong with the UA admen.

**You can't buy MOTION PICTURE EXHIBITOR on the news stands  
but you can subscribe for only \$2.00 per year**



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

A daughter, Tracy Susan, was born to Saul Zamost, Embassy Pictures controller's staff, and his wife, Renee.

### Obituaries

**Harry J. Mark**, 68, who operated the Casino, South Langhorn, Pa., and for years was a fan dealer on Vine Street, Philadelphia, died. He was a brother-in-law of **Eddie Gabriel**, Capital Films. Survivors include his wife, two children, and several grand-children.

**Maurice W. Shulman**, 68, veteran Connecticut exhibition leader, died of cancer at Hartford Hospital. He served as president and treasurer of the Randolph Corporation, owners, Rivoli; vice-president and treasurer of the Webster Theatre Company, owners, Webster; and president of the Newton Theatre Company, a real estate firm. The Shulman theatre interests are in metropolitan Hartford. He was a past president of Allied Theatre Owners of Connecticut. Survivors include his wife, the former **Ruth Goldberg**, at one time on the RKO Connecticut exchange staff, and three children.

### Minn. Appeal Studied

MINNEAPOLIS—U. S. District Court Judge Gunnar H. Nordbye was expected to sign a stipulation this week dismissing an appeal by Burt and Freeman Parsons, Sauk Centre, Minn., exhibitors, of an adverse verdict in their \$300,000 triple-damages anti-trust suit against Minnesota Amusement Company and nine distributors.

The action was heard in Federal District Court here over a year ago, and a decision was handed down by Judge Nordbye in favor of the defendants. The Parsons brothers had charged the defendants with conspiring to prevent the Eastman Theatre in St. Cloud, Minn., from getting its share of top product.

### New Reading, Pa., House

READING, PA.—Richard A. Fox, president, Fox Theatres Management Corporation, announced that the first indoor theatre to be built in this area in 20 years will be erected next spring in the Muhlenberg Shopping Center.

Fox operates seven drive-ins, three in the Reading area, and the Hollywood, Pottsville.

It was estimated that the new theatre will cost between \$300,000 and \$400,000. It will be equipped to project 70mm., Todd-AO, Super Technirama, CinemaScope, and standard 35mm. films.

### Levine Stock Buy Rumored

NEW YORK—A very well founded rumor has it that Joseph Levine, president, Embassy Pictures, has made a large purchase of Paramount stock, in view of the fact that he is now associated with that company in production and distribution ventures.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., OCT. 7

## Sinatra Assists Warner In Non-Entertainer Post

NEW YORK—Jack L. Warner, president of Warner Bros. Pictures, Inc., announced that the company has appointed Frank Sinatra to the newly created position of "Special Assistant to the President." Sinatra's services in this new position will be rendered directly to Warner, and he will be available for consultation and such special assignments as shall be delegated to him by Warner. Sinatra will also maintain a close liaison with other top officials of Warners since in this new position he will be involved in all aspects of the Warner Bros. corporate activity.

To implement Sinatra's availability to Jack Warner and to enable him to fulfill his new duties while still continuing the production activities of Sinatra Enterprises, new offices are being prepared at the Warner Bros. Studios in Burbank to house Sinatra's Enterprises. All of Sinatra's business activities will be continued from his offices at the Warner Studios. The announcement declared that the appointment of Sinatra to act as "Special Assistant to the President" and the establishment of Sinatra Enterprises on the Warner lot not only give Frank Sinatra and Sinatra Enterprises a base of operations at Warners, but will increase Sinatra's involvement in the entire Warner Bros. operation.

Sinatra will render his services to Warners under a three-year contract between Frank Sinatra and Warner Bros. Pictures, Inc., wherein he is employed in capacities other than as an entertainer. Insofar as his services as an entertainer are concerned, those will still be rendered under the banner of Sinatra Enterprises.

### 74 From LeRoy

NEW YORK—"Mary, Mary," the Warner Bros. motion picture comedy which will be the next attraction at Radio City Music Hall, is producer-director Mervyn LeRoy's 74th film.



Seen at the recent testimonial dinner to Nat and Natalie Nathanson in the Chicago Pick Congress Hotel by the Variety Club of Illinois were, left to right, David B. Wallerstein, president, Balaban & Katz Theatres; Mrs. Natalie Nathanson; Mrs. David B. Wallerstein; and Nat Nathanson, now assistant general sales manager for Allied Artists. Chicago industryites used the occasion to bid a fond farewell to the Nathansons, who are now in New York.



## BROADWAY GROSSES

### Liz Still Top Draw

NEW YORK—Business in the Broadway first runs continued fair with several newcomers also falling in that category.

"**The Haunting**" (MGM). Paramount reported that the third week would be \$20,000.

"**The V.I.P.s**" (MGM). Radio City Music Hall, with stage show, stated it did \$105,444 on Thursday through Sunday, with the third session sure to hit a fine \$170,000.

"**The Great Escape**" (UA). DeMille did \$16,000 on the eighth week.

"**How The West Was Won**" (MGM-Cinerama). Loew's Cinerama announced \$25,400 for the 27th week.

"**The Running Man**" (Columbia). Loew's State opened to a \$15,000 first week.

"**Johnny Cool**" (UA). Astor had a fair opening with \$22,000 claimed for the initial session.

"**In The French Style**" (Columbia). Victoria had \$11,000 for the third week.

"**Lawrence Of Arabia**" (Columbia). Criterion reported \$22,000 for the 42nd week.

"**Cleopatra**" (20th-Fox). Rivoli stated it did \$50,000 on the 14th week.

"**Beach Party**" (AIP). RKO Palace claimed \$14,000 for the second session.

### Schwartz To New Col. Post

NEW YORK—Abe Schneider, president of Columbia Pictures, announced that Sol Schwartz had been elected to the post of senior vice-president to work on all its world-wide operations.

Schneider commented that Columbia had need for a top executive to help coordinate the activities of all departments both domestic and foreign, and felt that the wealth of knowledge gained by Schwartz in the production end of the business, added to his vast experience in exhibition, distribution, and other industry activities, would prove invaluable in his new global post.

Leo Jaffe, executive vice-president, advised that Schwartz in his new capacity will join Schneider, M. J. Frankovich, first vice-president, and himself in supervising the activities of the company throughout the world.

While based in New York, Schwartz's overall responsibilities will take him to Europe, Hollywood and other parts of the world where Columbia has its far-flung operations.

### Sherman Joins Fox

NEW YORK—Robert Sherman, veteran industry executive, has been appointed manager of branch operations for 20th Century-Fox, it is announced by Joseph M. Sugar, vice-president in charge of domestic sales for the company.

Sherman is resigning as film buyer for the Walter Reade circuit, where he booked pictures for 40 theatres in New York and New Jersey. He has been in the industry more than three decades, starting in the early thirties as auditor and film statistician for RKO Theatres.



# Universal Hails Top Product Lineup

**Sales Execs Hear Plans  
For Big 1964 Releases;  
Merchandising Stressed,  
'64 Sales Drive Mapped**

NEW YORK—Welcoming Universal distribution executives to their second national sales meeting within a period of six months, Milton R. Rackmil, president of Universal Pictures Company, told the company's sales leaders from the home office and Canada, and the branch managers and sales managers from its 31 U.S. exchanges, "Universal looks to the future for continued growth, greater success and its greatest achievements."

The company president declared that in his estimation the pictures being screened for them as part of the week-long program of meetings, and "Charade," which they had seen previously, all planned for release during the first half of 1964, represent an inventory of product offering the greatest grossing potential in the company's history. The completed features screened were "Captain Newman, M.D.," "Man's Favorite Sport?," "The Brass Bottle," "Wild and Wonderful," "King of the Mountain," and "The Chalk Garden."

"These pictures star the great boxoffice personalities of our industry and represent the creative efforts of our leading production and writing talents," he said. "And this schedule of outstanding attractions covering the entertainment spectrum with its variety of subject matter, is only part of our '64 program which will include a number of equally impressive properties now in preparation and scheduled for production in the coming months."

Rackmil reviewed for the Universal sales force the many producers, directors and personalities signed by the company to long-term contracts, the acquisition of important and topical story properties, and the continuing search for the best of everything for Universal productions. He pointed out that the studio has 20 writers at work on 17 different story properties under the supervision of nine producers and that this is the largest number of writers on its roster since 1957.

While noting the emphasis being placed upon such productions as the second Alfred Hitchcock production at Universal, "Marnie"; the new Cary Grant picture for which Peter Stone is writing the script; and the two new Ross Hunter productions, "The Richest Girl In Town" and "The Art of Love," Rackmil cited the current Robert Radnitz production of "The Island of The Blue Dolphins" and the two already announced "New Film Horizons" film projects, "The Guns of August," from the best-selling book by Barbara Tuchman, and the Richard Sarafien film "Andy," as evidence of the wide variety of important motion pictures exhibitors can expect from Universal in the immediate and distant future.

Universal will place in domestic release 14 new pictures and two re-releases during the first six months of 1964, Henry H. "Hi" Martin, vice-president and general sales manager, said.

The pictures are the company's own releases produced either by the company or in association with independent producers, as well as pictures acquired for domestic dis-



At the opening of the formal session of Universal's national sales meeting at the Hotel Waldorf Astoria, New York, are seen, left to right, Norman E. Gluck, sales coordinator of the home office sales cabinet; Henry H. 'Hi' Martin, vice-president and general sales manager, who presided; Richard B. Graff, assistant to the general sales manager; and James J. Jordan, circuit sales manager.

tribution.

Leading off the list was "Charade," which will have Christmas pre-release openings in key situations following its world premiere as the Christmas picture at Radio City Music Hall in New York.

This will be followed by "Young and Willing," produced by Betty E. Box and directed by Ralph Thomas, and "Dark Purpose," starring Shirley Jones, Rossano Brazzi, George Sanders, Micheline Presle, and Georgia Moll, produced by Steve Barclay and directed by George Marshall in Italy. "The Dream Maker," starring Tommy Steele, followed by "Man's Favorite Sport?," starring Rock Hudson, Paula Prentiss, Maria Perchy, and Charlene Holt are next.

"Hide and Seek," starring Curt Jurgens, Janet Munro, Ian Carmichael, and Hugh Griffith will be followed by "Captain Newman, M.D.," starring Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin, Eddie Albert, James Gregory, and Bethel Leslie.

Next listed was "He Rides Tall," starring Tony Young, Dan Duryea, Jo Morrow, and Madlyn Rhue; "The Brass Bottle," starring Tony Randall, Burl Ives, and Barbara Eden; and "Nightmare."

Two of Universal's all-time record breaking comedies, "Operation Petticoat" and "Pillow Talk," are being put together as a re-release package.

Next listed by Martin was "The Chalk Garden," starring Deborah Kerr, Hayley Mills, John Mills, and Dame Edith Evans; "The Raiders"; "Wild and Wonderful," starring Tony Curtis and Christine Kaufmann; and finally "Bedtime Story," previously titled "King of the Mountain," starring Marlon Brando, David Niven, and Shirley Jones.

The merchandising of motion pictures today requires custom-handling of each individual picture, David A. Lipton, vice-president in charge of advertising and publicity, pointed out.

"Advertising cannot do the job alone," he reminded the assembled sales and promo-

(Continued on page 9)

## State Dept. Aids S.F. Fete; 25 Features To Be Shown

SAN FRANCISCO—For the first time in its seven-year history, San Francisco's International Film Festival will have entry applications, posters, and other relevant data distributed abroad by the United States State Department, according to Cyril Magnin, business man and civic leader who is a member of the Festival's board of directors and its legislative committee.

Scheduled to start on Oct. 30 and to run through Nov. 12, the Festival will once again be held at the Metro Theatre, where it is expected that at least 25 feature-length films from various European and Asian countries will be entered in the competitions.

These competitions also include showings of films as communication, films as art, newsreels, and short subjects.

Six major awards—the Golden Gate Award—are given annually to the best actor, best actress, best picture, best director, best supporting actor and actress, as well as numerous other prizes in other categories.

## Simonelli To Reade Board

NEW YORK—Charles F. Simonelli, corporate vice-president of Technicolor, Inc., and a director of Waldorf System, Inc., has been elected a director of Walter Reade/Sterling, Inc., it was announced by Walter Reade, Jr., board chairman of this integrated film production-exhibition-distribution company.

Before joining Technicolor, Simonelli was general vice-president of Entertainment Corporation of America, Inc. From 1959 to 1962, he was assistant to the president of Universal Pictures Company, Inc. He entered the motion picture industry in 1942 as an office boy in Universal's eastern advertising and publicity department.



# Do You Know What They Say About



THE MIRISCH COMPANY  
AND BARBICAN FILMS  
PRESENT

## SUSAN HAYWARD in "STOLEN HOURS"



CO-STARRING

MICHAEL CRAIG · DIANE BAKER · EDWARD JUD

PRODUCED BY DENIS HOLT DIRECTED BY DANIEL M. PETRIE SCREENPLAY BY JESSAMYN WEST MUSIC BY MORT LINDSEY EXECUTIVE PRODUCERS STUART MILLAR AND LAWRENCE TUR

A PRODUCTION OF MIRISCH FILMS LIMITED — BARBICAN FILMS LIMITED

COLOR BY DE LUXE



# Laura Pember...?

They say her  
shimmering gowns  
and shining jewels  
...her glittering  
social whirl of  
Mayfair and Monza  
hide a tormenting  
terror locked  
in her heart!

**Actually Filmed In The  
Playgrounds Of The  
International Jet Set!**

THRU  
**UA**

B  
O  
O  
K  
I  
T  
N  
O  
W  
!

## TOA Executive Board Plans Tribute To Levy

NEW YORK—Herman M. Levy, general counsel of Theatre Owners of America, will be honored at a testimonial luncheon tendered by the TOA board of directors and executive committee on Sunday, Oct. 27, at the Americana Hotel.

Stuart Aarons, house counsel, Stanley Warner Corporation, will serve as toastmaster at the luncheon, which will be co-chaired by Myron N. Blank, George G. Kerasotes, Arthur H. Lockwood, E. D. Martin, Albert M. Pickus, Samuel Pinanski, Walter Reade, Jr., Ernest G. Stellings, and Mitchell Wolfson, TOA's past presidents who are life members of the association's executive committee.

Levy recently announced his decision to resign as TOA general counsel as of Nov. 1, following the association's annual convention, in a letter to president John H. Stembler, which stated, in part: "I shall take my departure from TOA with extreme reluctance, ever-grateful for all the kindnesses that were extended to me; and for the many rewarding personal associations, which I shall always cherish, and which it is my good fortune to have, from more than 20 years of service as general counsel to TOA and its predecessors.

In announcing Levy's resignation, president Stembler stated, "Mr. Levy guided TOA through its early turbulent days, and has been a tower of strength, a guide and a warm personal friend of mine, as well as numerous other exhibitors throughout the nation."

Exhibitors throughout the nation are expected to join the TOA tribute to Levy.

Arnold Haynes, exhibitor of Naples, Fla., will conduct a special seminar on the operation of theatres in small towns at the TOA convention, scheduled for Oct. 28-31.

Haynes, a past president of the Motion Picture Exhibitors of Florida, now operates three four-wall and one out-door theatre. He will be assisted at the seminar by Paul Ricketts, Ness City, Kans.; J. T. Hitt, president, Independent Theatre Owners of Arkansas; Virgil Odell, president, Mountain States Theatre Owners; Ross Campbell, Sheridan, Wyo.; and Mel Gold, National Screen Service.

## Reagan Sues Commonwealth

NEW YORK—Charles M. Reagan, former Paramount and MGM sales executive, filed a \$1,000,000 anti-trust suit in Federal Court here against Commonwealth Theatres of Puerto Rico, Victor Carrady, and Rafael R. Cobian.

The suit charges that through monopoly and coercion Commonwealth prevented Reagan from building a new theatre for the first run exhibition of Cinerama in Puerto Rico. He further claims that a suit brought by Commonwealth against him and Cinerama forced him to terminate his arrangements with Cinerama for the exclusive showing of Cinerama pictures on the island.

## Ohio Palace Changes Hands

YOUNGSTOWN, OHIO—Commercial Industrial Enterprises, Inc., has purchased the Palace Theatre Building from Palace Realty Company for an undisclosed sum.

The theatre will continue its present operation. The buyers plans some remodeling later, probably to both the interior and exterior.



# Allied Plans Lots Of Surprises For Delegates To 34th Annual Meet

NEW YORK—Delegates to the 34th annual convention of Allied States Association of Motion Picture Exhibitors, to be held at the Americana Hotel, will attend a special welcoming dinner and special screenings on the evening of Monday, Oct. 21.

The dinner will be sponsored by several of the film companies as a greeting to the delegates. The dinner invitation, it was pointed out by Irving Dollinger, convention chairman, will be limited to those who register in advance for the convention program.

Following the dinner, delegates will be the guests of various film companies at screenings of forthcoming new pictures at their home office screening rooms. The companies which are sponsoring the opening dinner are Columbia, MGM, Paramount, Universal, United Artists, Warner Bros., Allied Artists, and Buena Vista. Thus far scheduled for screening are United Artists' "Pink Panther," starring David Niven, Peter Sellers, Robert Wagner, and Claudia Cardinale; Universal's "Captain Newman, M.D.," starring Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin, and Eddie Albert; Paramount's "Who's Been Sleeping in My Bed," with Dean Martin, Elizabeth Montgomery, and Carol Burnett; Metro Goldwyn Mayer's "The Prize," starring Paul Newman, Edward G. Robinson, and Elke Sommer, and an important feature from Columbia.

Allied convention registrants will be regally wined and dined during the convention. The final banquet on Oct. 24, said Dollinger, will be sponsored by the Coca-Cola Company, while the preceding cocktail party will find as host the Union Carbide Corporation, Carbon Products Div.

Pepsi-Cola Company is sponsoring a private dinner and special show at the famous Latin Quarter night club on Broadway for all convention registrants, Wednesday evening, Oct. 23.

Dollinger also announced that American International Pictures will again sponsor a luncheon at the conclave to be held Wednesday, Oct. 23.

Recipients of the "1963 Producers Of The Year" award by the nation-wide theatre organization, James H. Nicholson and Samuel Z. Arkoff, AIP toppers, have for the past few years taken a very active part in Allied States Association convention activities.

The citation which will be awarded jointly on the final day of the convention, was based on the firm commitment (now written into contracts) that there will be no sale to television for five years after release; on the increased flow of product (no reissues) from the company this year; and that long before the hue and cry, American International returned to "made in Hollywood" motion pictures.

Nicholas Reisini, dynamic president and board chairman of Cinerama, Inc., will be the featured speaker at the concluding convention session Oct. 24. He will address the group on "Cinerama and the Motion Picture Industry—Program for Tomorrow."

The final banquet concluding the convention will feature a "History of the Movies" in unique form.

"The History of the Movies," with special emphasis on the development and growth of the motion picture theatre, will be produced,

## Musicians Honor AIP Execs For Using U.S. Talent

HOLLYWOOD—American International Pictures has been awarded a special "certificate of appreciation" by Local 47 of the American Federation of Musicians because of the company's "use of American musicians to score its pictures."

Recipients of the musicians' award were AIP toppers James H. Nicholson and Samuel Z. Arkoff and musical director Al Simms, with union president Don Tranchitella and secretary Don Morris making the presentation.

According to Tranchitella and Morris, American International has used orchestras of from 24 to 52 union members in scoring 27 releases. They pointed out that this American scoring of music represents a reverse twist to runaway production in that not only does AIP score locally made films with live American musicians, but they dub in American sound tracks for many films made overseas.

Nicholson and Arkoff acknowledged the award, saying that "we end up with a better product, more suited to American tastes, when we use Hollywood musicians for the sound track. That's just good business."

## MPEAA Reps On Move

NEW YORK—Irving A. Maas, Motion Picture Export Association of America vice-president in charge of Asia, visited Hong Kong and Tokyo on the last leg of a swing through South Asia.

Charles E. Egan, MPEAA representative in South Asia, is in New Delhi, India, continuing discussions with the government looking toward a reduction in motion picture import duties, and then in Rawalpindi, Pakistan, for discussions with the authorities concerning a renewal of the film agreement between MPEAA and the government of Pakistan.

Leo D. Hochstetter, MPEAA representative for the Mediterranean area, is in Egypt to deal with remittance problems of the MPEAA companies in that territory.

S. Frederick Gronich, MPEAA representative in Paris, has returned to his home base after a visit to Israel to deal with industry problems in that country.

written, and directed by Morton Sunshine, convention director. It will be basically an entertainment presentation, with special material and lyrics, and featuring the participation of several outstanding film personalities. Dollinger emphasized that the closing banquet will be notable for the fact that there will be no speeches, and features the appearance of many stars who "contributed so much to the forward march of the industry."

The convention final banquet is the event at which Harry Brandt, veteran exhibitor of New York and perennial president of the Independent Theatre Owners Association, exhibitor group for the Metropolitan area, will be honored as "Showman of the Year."

## Tri-State TOA Convention Keynoted By Stembler

ATLANTA, GA.—At the joint convention of three TOA units at the Drinkler-Plaza Hotel, J. H. Thompson was reelected president of the Motion Picture Theatre Owners and Operators of Georgia for the 17th year; Richard Lightman was named head of the Tennessee Theatre Owners Association; and Harry Curl was named head of the Alabama Theatres Association.

All other officers of the units were reelected.

In his keynote speech to the joint convention, John H. Stembler, national president, Theatre Owners of America, said, "I believe you will all agree that only by looking at what has gone on in the past, only by being aware of what is happening in the present, can we anticipate what is possible in the future."

"The Big Look Ahead of our coming national TOA convention in New York City will be based on today's experiences and requirements. The session on product will be concerned with our product needs in the immediate future as well as our long range requirements. Our panels on theatre construction, on ticket-selling, on art theatre operation will be based on our present-day needs."

"I believe that the motion picture theatre is here to stay, for sound and logical reasons. Motion pictures are more enjoyable in theatres. Emotions are enhanced when many people experience them together, reacting in the same way to laughter, drama, fear, or whatever else is being projected from the large screen. Getting out of the house and going to a theatre is a special event—and here's where we can help mold the future for ourselves."

"If we keep our theatres clean and comfortable; if we build new theatres when and where they are needed; if our suppliers produce a sufficient number of quality motion pictures for our needs, then exhibition will, I believe, continue in its present form far into the future."

## V.C. Coach Brings Sunshine

NEW YORK—The Institute of Physical Medicine and Rehabilitation of New York University Medical Center, headed by Dr. Howard A. Rusk, announced its acceptance of a specially designed and constructed bus for handicapped and incapacitated children from the Variety Club of New York.

Purchased by Universal Pictures through its president, Milton R. Rackmil, the bus, known as the Variety Sunshine Coach, was given by the film company to the Variety Club of New York which, in turn, offered it to the world-famous Institute of Physical Medicine and Rehabilitation.

The Variety Sunshine Coach, first of its kind in this country, was custom-built in Great Britain to provide the unique type of transportation facilities required by handicapped children. Equipped with such special devices as an hydraulically operated tail-lift for invalid chairs, interior side rails for securing wheelchairs, a two-speakered push-button radio receiver, and a sliding-type main door, the Variety Sunshine Coach thus will be able to transport unfortunately afflicted youngster to circuses, sports events, picnics, and other children's affairs.



tion executives. "You cannot buy your audience or your success. In today's market where our motion pictures compete for the public's time, dollars, and interest with the great leisure time activities that are part of our daily routine, it takes more than advertising dollars to sell an audience. Today our advertising budgets are effective only if they are part of a total marketing plan conceived for the needs of and the audience for each individual picture.

Lipton pointed to the marketing and merchandising plans on "Charade" as a classic example of the unusual publicity and promotional opportunities made available through long-range planning and the resultant pre-selling impact at the local level on the mass motion picture audience as "Charade" opens in every key market for the Christmas holidays.

Lipton recalled that the advance screening campaign of "Charade" which started in mid-July when the first rough cut print was screened for the editors of important national magazines who work far ahead, has assured unprecedented national magazine coverage in the November-December issues of leading publications on both Cary Grant and Audrey Hepburn, as well as on the picture.

He noted that although the first opening of "Charade" was still two months away, there was a continuing flow of national newspaper publicity through the leading syndicated columnists and feature writers. Universal has also entered into a series of national promotions designed to have the greatest impact at the local level at the time of release. These merchandising promotions include the campaign on the Mancini music, record albums and singles, the Audrey Hepburn fashions, the publisher tie-ups on the special edition of the paperback book, and a series of special promotional activities designed for the key city openings.

The greatest emphasis, however, was placed by Lipton upon the unique features of the "Charade" national magazine advertising campaign.

Lipton told the assembled distribution executives that the same kind of intensive advance advertising, publicity and promotional planning was already underway on "Captain Newman M.D." Here too, he explained Universal was extremely fortunate to have months available for advance planning which could be adapted to the requirements of the national magazines, national press, and promotional activity designed for local impact.

Universal will hold a 26 weeks sales drive among its domestic regional sales managers, branch managers, salesmen, and bookers during the first six months of 1964 in honor of "Hi" Martin, with \$50,000 in prizes to be awarded.

In announcing the company's first sales drive in honor of Martin, who next year will be marking 30 years of service with Universal, Rackmil noted that under his sales leadership the company and its exhibitor customers have enjoyed their greatest triumphs.

The slogan of the "Hi Martin Sales Drive" will be "Universal Has More in Store for '64 Than Ever Before."

## MGM Promotes McMann

INDIANAPOLIS—John McMann, formerly with MGM sales in Detroit, replaces Valmar Klaiber as Metro-Goldwyn-Mayer branch manager in this city.

# The NEW YORK Scene

By Mel Konecoff

AWARDS, AWARDS: Associated Motion Picture Advertisers held its first annual Awards Luncheon at the Americana Hotel last week, which saw tribute paid to the late Eric A. Johnston and the late Herman Robbins, former chairman of the board of National Screen Service and president of the Motion Picture Pioneers. Ralph Hetzel, vice-president of the MPAA, was on hand to represent Mrs. Johnston and accepted an award on her behalf. He reminded his listeners of the virtues of the late MPAA leader and his accomplishments. It was announced that AMPA will have an award annually in his name for the greatest service in improving the public relations image of the industry in the world.

Jim Nicholson and Sam Arkoff of American International were recipients of an award for outstanding progress, which they appreciated highly. Ed Hyman, vice-president of American Broadcasting-Paramount Theatres, was presented with the Exhibitor Service Award for his efforts on behalf of the industry to make the orderly release of product a reality. A citation for the best advertising campaign of the year was awarded to Paramount and vice-president Martin Davis for "Hud." Recognition of his outstanding showmanship was accorded Alfred Hitchcock and, presumably "The Birds," and this was accepted by Universal's Paul Kamey on behalf of the producer-director.

A special award went to Pepsi-Cola and was accepted by that company's Ed Finneran. The AMPA Hall of Fame Award to the industry's man of the year was voted Darryl F. Zanuck for his accomplishments during the year, but Zanuck failed to show, claiming he was reluctant to accept after having also been voted Pioneer of the Year. A plaque went posthumously to Herman Robbins, which was accepted graciously by Burton Robbins on behalf of his family and the National Screen Service family.

Arthur Mayer and AMPA president Mel Gold acted as toastmasters, expressing the aims of AMPA, which are to seek more pictures, orderly release of same, effective advertising and showmanship, and men with statesmanship and vision. Amen.

**HOW ABOUT a new pressurized beverage dispensing system?** Everybody should have at least one and Coca-Cola has a beaut. They had big wheels and smaller wheels in town recently to show it off in a major production at the Savoy Hilton Hotel.

The "totally new concept" in p. b. d. was presented by George A. Callard, vice-president for Fountain Sales, The Coca-Cola Company, in a production known as "Things Go Better With Coke," produced and directed by Bill Pruett, public relations chief in Atlanta. The new machine, the Satellite Beverage System, is in line with Coke's policy of not sitting still, and it was termed a new milestone and the newest and brightest star in a full line of dispensing equipment.

The Satellite offers more than a single system, being a complete line of interchangeable and flexible components designed to perform an assortment of beverage assignments for high volume locations including theatres. It has been engineered to fit, with minor adaptation, into much existing equipment in the field. It was claimed that its patented positive syrup flow control device, coupled with top refrigeration performance, assures the operator of a strong profit and quality the year round. Because its syrup and gas tanks can be removed, the Satellite saves valuable space at the point of sale.

Five gallon pressurized syrup tanks are utilized by the system, which dispenses Coca-Cola plus two additional carbonated or non-carbonated drinks. It has a jet or fine stream, plus outlets for carbonated water and plain water, making a total of six selections from a single unit. Unofficial estimates regarding price ran about \$1,200 complete and installed. Other speakers were Richard Gott, Bill Bass, Murray Rowe, Wilson Franklin, etc.

DEPARTMENT OF FILMMAKING: Ralph Nelson was in town last week. We know at least one reader will ask at this point—who is Ralph Nelson? He is a one-time actor, a writer, a producer, a tv director, and a film director, and his latest release is "Lilies of the Field" by UA. According to a handout, this "lacks the customary dramatic staples of violence, sex, and low comedy." It has to do with a Negro and five nuns, whom he helps.

UA's advertising and publicity director Gabe Sumner is proud of the film; the company is proud of it; star Sidney Poitier is proud of it; Margaret (MPAA) Twyman is ditto; in fact, we are assured that everyone who sees it is proud of it. In Sumner's unbiased opinion—it's marvelous entertainment for all levels of audience, and the prediction that it should do well has been borne out in initial engagements.

A policy of screening the film far and wide for all kinds of groups and even the public has been instituted. We have been assured that a number of 16 mm prints have been struck off for bringing the film to important people who won't or can't come to projection rooms or theatres (e.g. Jack Paar and Arthur Godfrey).

Nelson is overwhelmed by the campaign. The picture came in under the budget of \$250,000, costing an actual \$247,500 for 14½ days of shooting. Twenty per cent went to star Sidney Poitier. The economic showing was possible because all except Poitier played for scale, and Nelson even appeared in a role to save \$900. He related that he was responsible for the completion bond, and he was afraid at times that he might have to sell a couple of his to get out of hock.

The UA brass (e.g. Arnold Picker) recognized the film's merits although it was seen unscored and in rough, and the result is more money and attention to try to get a better type of release. He feels its promoters have to be toned down else they might get carried away, and he wants a slow type of release. Other hints on how to make pictures for less—don't use make-up or hairdressers but do use local inhabitants for construction and acting. Only one of the five nuns in the film was a professional actress; one was his secretary; another was the daughter of a production aide; and two were Arizona housewives.

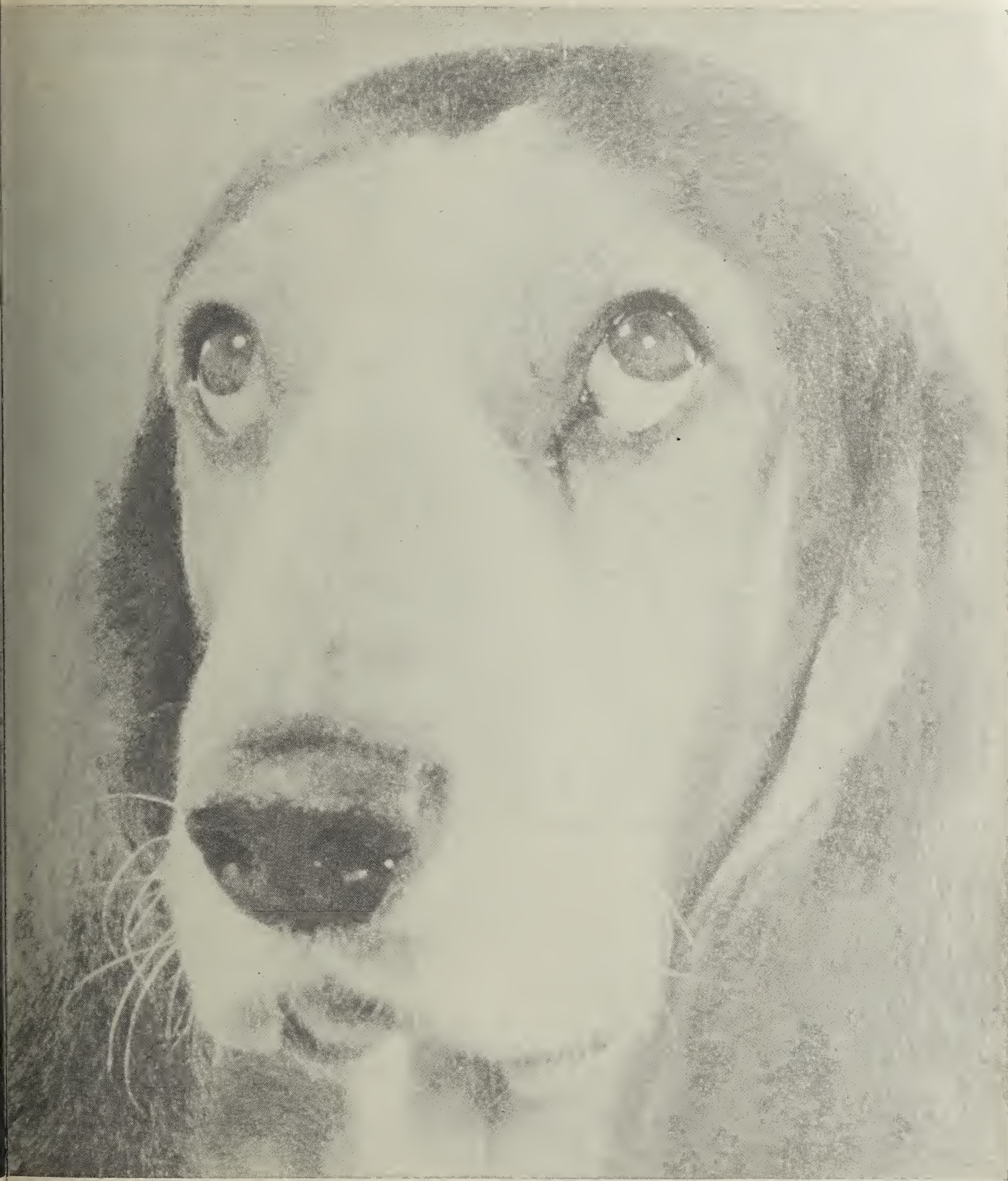
Nelson recently completed "Soldier in the Rain" with Steve McQueen and Jackie Gleason for 1½ millions, and he's got two properties ready to go although he's unsure of their order.





**It shouldn't happen to a dog . . .** or cat for that matter. But it does — all too often! Someone gets behind schedule—feels that he has to cut corners. Result: dull, “tired” prints, even though the original negatives were top quality. Fact is, with a crisp, sparkling negative, anything less than the best is a waste of time and money. That's why it pays to GO EASTMAN all the way—negative and print-stock. And in the case of questions—production, processing, projection





—always call Eastman Technical Service. For more information write or  
phone: Motion Picture Film Department, **EASTMAN KODAK COMPANY**,  
Rochester 4, N. Y. Or—for the purchase of film: **W. J. German, Inc.** Agents  
for the sale and distribution of EASTMAN Professional Film for Motion  
Pictures and Television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.





# Branson Returns To NSS Office As V-P In Charge Of Distribution

NEW YORK—Walter E. Branson, acting head of National Screen Service Corporation's Hollywood studio, was welcomed back to the home office when Burton E. Robbins, chief executive officer and president, officially inducted him in the newly created post of vice-president in charge of distribution.

Branson, who joined NSS in 1960 as executive assistant to the late Herman Robbins, had headquartered at the company's home office until last year when he took charge of its west coast studio.

The induction was witnessed by NSS' full array of executives, including Norman Robbins, vice-president in charge of operations, and general sales manager Melvin L. Gold. Others present were Joseph A. Wolfe, vice-president and treasurer, and Jerome P. Phillips, secretary and general counsel. Branson, Robbins, and Wolfe were elected vice-presidents at the recent meeting of the company's Board of Directors.

Educated at the University of Nebraska, Branson began his career in distribution as booker at Pathe's Omaha exchange in 1922. He was made salesman in South Dakota, and after functioning as Omaha city salesman, he was promoted in 1925 to managerial charge of the Pathe branch in that city.

From 1927 to 1929, he successfully managed Pathe's Des Moines and St. Louis' exchanges.

Late in 1929, he was promoted and transferred to the Pathe Home Office as western sales manager, remaining there until 1931 when he took charge of the Chicago branch. Between 1932 and 1951 he served, successively, as Pathe's midwestern sales manager, midwest district manager, and western sales manager.

When, in late 1951, Pathe merged with RKO-Radio Pictures, Branson continued as western sales manager and advanced to as-

## NGC Books Travel Films In 56 Circuit Theatres

BEVERLY HILLS, CALIF. — National General Corporation's ever-broadening entertainment scope will place the Burton Holmes lecture and travel series films in 56 NGC houses this fall and winter, it is announced by Harold Wyatt, Long Beach-Orange County district manager and project chairman for the special activity.

The Holmes series was launched at the Academy (Inglewood) and the Hermosa (Hermosa Beach) with the presentation of "Italian Holiday," and at the Glendale (Glendale) and Highland (L.A.) with "The Grand Tour—Europe in Your Own Car."

The project was originally tried out last year with 16mm presentations in 11 National houses, according to Robert W. Selig, vice-president of theatre operations, and due to the success, the circuit decided to go all out this year and present the travel film series in 35mm color.

## Pa. House For Sale

MANHEIM, PA.—The Auditorium, which has been closed since the end of May, has been put up for sale by owner Arnold Vandervalk. The building has been used as a theatre for 45 years.

sistant general sales manager in 1952.

In February, 1954, he was named general manager in charge of foreign operations. Six months later Branson became its general sales manager, and, in 1955, he was elected vice-president in charge of world-wide distribution by the RKO-Radio Pictures' board of directors.

# Chicago Industryites Honor Nat And Natalie Nathanson

CHICAGO — Nat and Natalie Nathanson were honored at a testimonial dinner in the Chicago Pick Congress Hotel by the Variety Club of Illinois.

Over 300 friends of the Nathansons attended to pay their tokens of respect and friendship to this beloved couple who worked hard throughout their stay in Chicago on behalf of Variety Club charities like the La Rabida Sanitarium, and in other humanitarian services, including the Bernard Horwich Jewish Community Center and the B'nai B'rith Cinema Lodge in Chicago.

Irv Kupcnet, well known Chicago Sun-Times columnist and a good friend of everyone in show business, MC'd the evening's program which included entertainment by famed comedian Myron Cohen.

Among the civic and film industry dignitaries who attended were Seymour Simon, Cook County Commissioner in Illinois; David Wallerstein, president of Balaban & Katz; Ernest Sands, general sales manager of Allied Artists Pictures from New York; Jack Clark, head of Allied Theatres in Illinois and the 1963 chief barker of Variety; Harry Lustgarten, vice-president of Balaban & Katz; Henry Burger, zone manager for Stanley Warner Theatres of Milwaukee; George Kerasotes, veteran theatre man from Springfield, Ill.; Ben Marcus, Wisconsin exhibitor; Harry Balaban, well known leader in film and entertainment fields in the middle west; Vic Bernstein, branch manager of Allied Artists in Chicago; and Dr. Burton Grossman, head of the La Rabida Sanitarium.

The Nathansons came in from New York to take the honors of the evening. Nat is now assistant general sales manager for Allied Artists. They have been living in Chicago, on and off, since 1937 when Nat came here as a salesman for United Artists. In 1952, he became midwest division manager for Allied Artists, a position he kept until his recent promotion to the post in New York. Nat has been a member of Variety for many years and is a former chief barker.

Natalie Nathanson has also been active, in the women's division of Variety affairs, as well as in the American Red Cross where she headed the motor service and the speakers' bureau.

## Crown Sets Distrib Deal

LOS ANGELES—Newton P. Jacobs, president of Crown International Pictures, announces conclusion of a major deal for distribution of company product in Mexico and South America.

Mark Tenser, Crown vice-president who just returned from Mexico City, represented CIP in negotiations with Alberto Zacarias, president of Cinematografica Internacional Exportadora, which will distribute in Mexico. Zacarias also will handle release of Crown product in rest of Latin America through Peliculas Mexicanas, official government distributing company.

## Silverstone Leaves Fox

NEW YORK—Emmanuel Silvertone, for 16 years vice-president, 20th-Fox International, and more recently an assistant to Seymour Poe at 20th-Fox, has resigned from the company.





## Hetzel Answers Times' Attack On Domestic Films

NEW YORK—Ralph Hetzel, acting head of the Motion Picture Association of America, Inc., has addressed a letter to the editor of the New York Times in reply to an editorial in that paper.

The editorial stated that American films are not artistic or thoughtful and are referred to as "product," and that the industry has "an aura of contempt for the public."

Hetzel takes serious issue with the writer of the editorial and in his letter, which follows, puts the record straight concerning American films.

"Your editorial, 'The Film as Art,' expresses a stereotype about American motion pictures which does not accord with the facts. The writer has added to the oversupply of misinformation about so-called art films.

"Foreign producers have no monopoly on films of special quality and interest. Here in the United States we see only the outstanding films produced abroad . . . most of the foreign pictures never come to this country. Foreign origin is no guarantee of a film's artistic value.

"A look at the facts will show that American producers and distributors turn out as high a percentage of quality films as any country in the world. Of course, there are many run-of-the-mill films produced here, just as there are hundreds of books and plays of small stature produced in any given year.

"Every year many American films are produced that equal or surpass the best imported films by any standard, not forgetting the basic quality of entertainment.

"Here are a few American films released during the past year which have been recognized as outstanding. Many of them received enthusiastic reviews from your own distinguished critics.

"Remember *To Kill A Mockingbird*, *Hud*, *Days Of Wine And Roses*, and *A Child Is Waiting*. Each of these films treated an important social problem with sensitivity and understanding.

*Cleopatra*, *Lawrence Of Arabia*, and *Nine Hours To Rama* presented the lives of memorable individuals in history recreated with dramatic realism.

*Freud*, *David And Lisa*, and *The Manchurian Candidate* brilliantly explored some of the strange phenomena of the mind of man.

"We might go on and name many others, such as *Lillies Of The Field*, *The List Of Adrian Messenger*, *The Ugly American*, or *Whatever Happened To Baby Jane?* These are all outstanding American films and had something to say and said it well.

"A few years ago there was a certain snob appeal in some circles when the remark was made, 'I never see American films. I only go to foreign pictures.' Such a statement today can only reflect a narrow and uninformed criticism."

## TB Vaccine Studied

NEW YORK—Morris Dworski, director of the clinical laboratory, Will Rogers Hospital, Saranac Lake, N.Y., presented a paper at the International Tuberculosis Conference meeting in Rome. The communication is concerned with the research which is being conducted in the Will Rogers laboratories for the development of an effective vaccine for the prevention of tuberculosis.

## Embassy To Fight Memphis Censors Over "Women Of World" Deletions

MEMPHIS — Embassy Films Corporation, distributors of "Women of the World," had its attorney write the Memphis and Shelby County Board of Censors that Embassy was unwilling to make the deletions in the film requested by the board. A formal request to show the film in its complete form was made. The request was denied.

"I have instructions to proceed to take it to court and will do so," stated George W. Grider, Embassy's attorney. "We do not challenge the power of a properly constituted board to censor motion pictures in advance. At the same time, however, we insist that, along with the power to censor there is a duty. You do not discharge this duty by requests and police evasions or by leaving it to the exhibitor to guess whether or not he will be arrested. Your duty, in the event the exhibitor is unwilling to follow your 'requests,' is to permit or prohibit. We ask you to tell us clearly and promptly whether or not we have your permission to show this film."

"Women" is a color documentary film, contrasting the beauty, dress, morals and customs of various societies. Scenes the censor board wanted deleted involve homosexuals and prostitutes. The board also wanted a hospital childbirth scene, which had the screams

of the mother on the soundtrack, deleted.

The conflict is whether the board's "requests," if not obeyed, will be implemented by police action. It is said the board is uncertain of its own powers under recent Supreme Court rulings and is resorting to a kind of advisory role. Months ago, when its "requests" were ignored by William Kendall, manager, Guild, in the showing of "I Spit On Your Grave," he was arrested and the film was confiscated. Kendall's trial is scheduled for the middle of October.

There are two other films caught in the uncertainty of the Memphis and Shelby County Board of Censors' decisions. Columbia's "The L-Shaped Room" and Continental Distributing's "The Balcony" were viewed by fewer than a quorum of Censor Board members; both are being held for the present from Memphis theatres at the "request" of the board.

In Atlanta recently, James Kelly, manager of the Kirkwood Adult Theatre, went ahead and showed "The Balcony" after it was classified as "objectionable" by the Atlanta censor and was arrested under a city ordinance subjecting to prosecution any exhibitor who flouts the censor's order.

## IFIDA Names Governors

NEW YORK—Michael F. Mayer, executive director, Independent Film Importers and Distributors of America, Inc. (IFIDA) announced the results of the ballot for the IFIDA governing committee for the corporate year 1963-64. The three-man committee which heads the organization will be comprised of Jean Goldwurm, president of Times Film Corp.; Daniel Frankel, president of Zenith International Film Corp.; and Irving Wormser, president of Continental Distributing, Inc.

## Sherman Exits Reade Post

NEW YORK—The resignation of Robert Sherman as head film buyer for the motion picture theatre department of Walter Reade/Sterling, Inc., was announced by the company.

A film industry veteran, Sherman had been film buyer for the Reade/Sterling organization for several years in the 1950's. He left to operate his own theatres, and then to work with Allied Artists on the merchandising of "El Cid." He then rejoined Reade/Sterling about a year ago.





# LONDON Observations

By Jock MacGregor

NO PRESS CONFERENCES. No statements. No receptions. Things have been quiet in the film industry. There was time for the observer to look around, to lunch with Columbia's Pat Williamson and accept his recommendation to try the Lobster Cardinal—I don't think Otto Preminger was footing the bill; to be introduced by Pinewood's Derek Coyte to Wolf Mankowitz's new show business club, The Pickwick, and eat humble pie—I should hastily add that all dishes bear Dickensian names; leisurely to visit the Victoria and Albert Museum's fascinating tribute to Sergei M. Eisenstein; to attend Clifford Jeapes' delightful "thank you" party for those who helped put over the Variety Club's successful race meeting.

That was the surface. Below, there were troubled and in some cases angry rumblings. A grim situation has developed. The problem is prime screen time. American exhibitors are screaming for product. Here, with the Hollywood output bolstered by British pictures, the screaming is being done by the producers. With still too few pictures for three circuits and too many for the ABC and Rank circuits, the resulting backlog to which I have previously referred has snowballed.

Product, both British and American, is piling up. Even official bodies are vague as to proportions reached, how many pictures are actually available, how many are pencilled in—the law forbids bookings before trade show or for more than six months before playdate—and how many are waiting for a suitable coupling. In consequence, certain figures can only be surmised. One thing certain is that some pictures have been waiting a year and that many will have been off the floor many months before being seen.

This can bring production close to a shut down. Not only are the vast sums of money tied up in these projects running up dead interest charges, but they are also not available for future production. There is little to come from other sources. The problem is therefore to clear the backlog and cater for the future. The solution is hard to find.

To raise the quota will not help. Already this year, the circuits have passed their obligations as British pictures are the most popular at the box office. Some want a third circuit formed from the existing two. They ignore that such an action would detract from the good picture's potential and that the public cannot be made to see film. Others want no one to book for more than 25 theatres. They forget that he would still go for the best pictures and that others might suffer even more than at present. For these ends, protagonists are lobbying, wining and dining members of parliament, government officials, and others, and can cause even greater havoc in the industry.

The unfortunate feature is that while highly worthwhile pictures are involved in the backlog, the situation is being used by some producers to cover their own lack of judgment in making pictures without considering potentials, mass appeal, etc. To some indeed, it is better to have an unshown picture on the books at negative cost than to have shown one which is proved to be a miss.

The circuits are doing their best and have become more fluid in their booking policies. It has been noted that "The V.I.P.s" and "From Russia With Love" have had early release dates. In consequence, there is growing concern that some of the delayed pictures, which include official festival entries, may be prejudged as "less sellable." One thing is certain. More producers must go all out to improve overseas sales and promotion.

## Variety Mid-Winter Meet Draws International Reps

NEW YORK—The international officers of Variety Clubs will hold their annual mid-winter meeting at the Hilton Hotel from Oct. 9 to 12, it was announced by Rotus Harvey, international chief barker.

To be attended by two dozen Variety Clubs International officers from United States, Canada, and Great Britain, the meeting will concern itself with such topics as fund-raising, charitable endeavors, and the operations of Variety's 36 Tents, as well as general business items.

Also discussed will be the plans for Variety's sixth annual Variety Week, scheduled for mid-February, and the 1964 Variety Convention to be held in Buffalo.

"Variety's mid-winter meeting is always one of our most important meetings," Rotus Harvey said. "Of particular interest this year are the many new members our Tents are attracting—which will enable us to make available additional funds for our humanitarian work for children."

Harvey will be chairman of the meeting. Others who will attend include James Carreras, first assistant international chief barker, London, England; Ralph W. Pries, second assistant international chief barker, Philadelphia; J. J. Fitzgibbons, Jr., property master, Toronto, Canada; Joseph Podoloff, dough guy, Minneapolis; George C. Hoover, Variety's executive director, South Miami, Fla.; and Philip Gerard, press guy, New York. Also, the following members of Variety's international executive board: John H. Harris, John H. Rowley, George W. Eby, C. J. Latta, Jack Beresin, and Edward Emanuel, chairman. Also, the following international representatives: D. J. Goodlatte, Nat Nathanson, Robert L. Bostick, Harry Kodinsky, and W. M. Brizendine.

## Del. Anti-Bias Bill Mulled

DOVER, DEL.—When the recessed General Assembly reconvened here Oct. 7, the fate of the public accommodations bill was to be submitted to a majority decision by the caucus of Democratic party members of the House of Representatives.

House Whip Glenn W. Busker, D-Smyrna, and House Speaker Sherman W. Tribbett, D-St. Georges Hundred, gave this assurance to representatives of several groups supporting the Senate-passed bill at a meeting in the office of Gov. Elbert N. Carvel.

Representative Busker, chairman of the Revised Statutes Committee, said he personally opposes the bill but will report it out of committee if a majority of his colleagues so decide.

## Omaha Salutes Nicholson

OMAHA—American International Pictures president James H. Nicholson was honored by the Omaha Businessmen's Association at its 50th anniversary celebration as Omaha's top "hometown boy who made good."

Nicholson, guest of honor at the group's celebration, was accompanied by Mrs. Nicholson and AIP star Peter Lorre. Mrs. Nicholson also is a native of Omaha where she met her husband while working as an usherette in a theatre he operated in the city.

## UA Algiers Office Leads In Year-Long Sales Drive

NEW YORK — Thirty-six United Artists overseas branches, headed by the Algiers office, managed by Jacques Placereau, have topped their billings quotas in the first six-month competition of the company's year-long international sales drive, it was announced by Eric Pleskow, United Artists vice-president in charge of foreign distribution.

In addition, 53 UA overseas branches, headed by the Barranquilla, Colombia, office, managed by Luis Eduardo Rodriguez, have gone over their billings quotas for the second quarter of the drive, Pleskow said.

Each of the 89 branches will receive cash awards.

Aside from the billings feature of the six-month contest, there are two other phases—administrative and exploitation—in which the individual territories compete against one another.

The three winning countries in the administrative category for the first six months are Belgium, Denmark and Thailand. The top three in exploitation are Germany, Peru and South Africa.

The  
finest  
carbons  
ever  
made...



PROJECTOR  
CARBONS



How Columbia Is Selling . . .

# LAWRENCE OF ARABIA

. . . at popular prices

The hundreds of showmen who have booked "LAWRENCE OF ARABIA" at popular prices can be assured that one of the truly great money pictures of our time is being accompanied into general release by a merchandising campaign of such tremendous scope and impact that even the most unaware patron is going to be apprised of "Lawrence's" golden lure.

For one thing, "LAWRENCE OF ARABIA" heads into its general release at popular prices on the heels of the tremendous momentum generated by its record-breaking roadshow engagements. Elements of this campaign, plus those new ones that Columbia Pictures has devised for popular price showings, can be welded by the alert showman into an unprecedented merchandising campaign, hand-tailored to his community's unique requirements.

The aware showman has only to use these effective merchandising tools, already tested in actual engagements, and highlighted in the following outline, to know that if he does his part of the job, "LAWRENCE OF ARABIA" can do for him, business-wise, what it has already done in its reserved-seat engagements: break track records! This is unprecedented merchandise and must be handled accordingly to reap the full

golden harvest made possible by its general release.

Now let's get down to business—"LAWRENCE OF ARABIA" business! A dip into the elaborately-turned out, hard-hitting, and extremely practical "Lawrence" pressbook reveals so many plus elements for selling this mighty attraction that even the most knowing showman may be hard put as to where to begin his campaign.

Start at the beginning. Trumpet the news that the Sam Spiegel-David Lean production is "*The Most Honored Motion Picture of All!*" "Winner of 7 Academy Awards—including Best Picture." (page 2 of Pressbook). In addition, it has received many other awards (page 3). "Lawrence" has also spawned two new stars of international magnitude, Peter O'Toole, who plays the magnetic, enigmatic Lawrence, and Omar Sharif. (See Publicity Stories, pages 5 and 6). To say nothing of a stellar cast in depth with real-ticket selling value such as Alec Guinness, Anthony Quinn, Jack Hawkins, and Jose Ferrer, etc.

The continuing publicity that has accompanied the mushrooming careers of O'Toole and Sharif is another asset. O'Toole, generally regarded as a Golden Boy of show business, has snared another plum role: the title part in Richard Brooks' "Lord Jim." As this picture progresses on location in the far reaches of the world, inevitably its publicity will reflect O'Toole's presence in "LAWRENCE OF ARABIA," which marked his start in pictures. Sharif, an increasingly

THE ADS concentrate on the fact that "Lawrence" has achieved world-wide honors, including best picture "Oscar" and stress that for the first time, this epic can be seen at popular prices.

BEST PICTURE OF THE YEAR

WINNER OF 7 ACADEMY AWARDS



**LAWRENCE OF ARABIA**  
Columbia Pictures presents THE SAM SPIEGEL DAVID LEAN Production of  
ALEC GUINNESS ANTHONY QUINN JACK HAWKINS JOSE FERRER ANTHONY QUAYLE CLAUDE RAINS ARTHUR KENNEDY  
with OMAR SHARIF as "ALI" and PETER O'TOOLE as "LAWRENCE" SCREENPLAY BY ROBERT BOLT PRODUCED BY SAM SPIEGEL DIRECTED BY DAVID LEAN  
A HORIZON PICTURE IN TECHNICOLOR® SUPER PANAVISION 70®

NOW YOU CAN SEE IT AT POPULAR PRICES!

UNCUT! INTACT! Exactly as shown in its reserved seat engagements!



**LAWRENCE OF ARABIA**  
Columbia Pictures presents THE SAM SPIEGEL DAVID LEAN Production starring  
ALEC GUINNESS ANTHONY QUINN JACK HAWKINS JOSE FERRER ANTHONY QUAYLE CLAUDE RAINS ARTHUR KENNEDY  
with OMAR SHARIF as "ALI" and PETER O'TOOLE as "LAWRENCE" SCREENPLAY BY ROBERT BOLT PRODUCED BY SAM SPIEGEL DIRECTED BY DAVID LEAN  
A HORIZON PICTURE IN TECHNICOLOR® SUPER PANAVISION 70®

THE MOST HONORED PICTURE OF ALL! WINNER OF 7 ACADEMY AWARDS!





PROMOTIONAL possibilities are unlimited. Illustrated here are merchandising tieups for the books on Lawrence, which are plentiful in hard cover and paperback, and the soundtrack album, high on the LP list.

important name, has a key role in Fred Zinnemann's "Behold a Pale Horse" and has achieved wide publicity in the world and U. S. press.

These additional publicity dividends of course extend to Guinness, starred in the important production, "The Fall of the Roman Empire," and Quinn, who is also in "Behold a Pale Horse."

Two other names with a world reputation as movie-makers, to work additional publicity razzle-dazzle, are producer Sam Spiegel and director David Lean. Spiegel's highly individual stamp has been affixed to such past successes as "The Bridge on the River Kwai," "On the Waterfront," "The African Queen," and other product which has reflected credit on the industry and, even more important, has registered positively at the boxoffice. Lean, of course, has been Spiegel's collaborator both on "Kwai" and "Lawrence."

Due note should also be taken of such other publicity aids as the magnificent color art and the very effective black-and-white stills, as well as the free two-part illustrated serialization available in two tabloid-size mats.

For your radio campaign there are a variety of hard-hitting transcriptions and open end interviews. The color tv featurettes, "Wind, Sand and Star" and "Romance of Arabia," have created a stir on tv stations, while the 60-second Fashion Newsreel's a gem.

The "LAWRENCE OF ARABIA" ads have placed great stress on the action elements and tremendous production values inherent in the Academy-Award winner. The new ads prepared for general release accent the popular prices policy thusly: "Now You Can See It At Popular Prices! Uncut! Intact! Exactly as Shown in Its Reserved Seat Engagements!" These ads should, therefore, bring them in in droves. Pound away continuously at the theme that this greatest motion picture attraction of them all can now be seen in its original uncut version at Popular Prices!

The name of Lawrence has been a shining addition to the

lexicon of great names. The impact of the Lawrence legend on the public has been such that he has virtually become a household name. Editors and feature writers have been inspired to discuss the legend that was Lawrence and the picture and make comparison with leading contemporary personalities as if he were still a living force. This is all to the good, of course, in setting up radio and tv discussions of the picture and Lawrence, in attempting to inspire editorials and features in the local press, etc.

Testifying to the importance of "LAWRENCE OF ARABIA" as an international attraction is the unprecedented fact that "Lawrence" has even lured virtually all crowned and uncrowned heads of Europe and Asia to the premieres in their respective countries, something that has never happened before.

For your "Lawrence" music campaign there's no end to the discs available to you—backed by special music-tie-in material—to get this phase of your campaign off the ground. Maurice Jarre's Academy Award-winning music score, which includes the haunting "Lawrence of Arabia" theme, is available in both stereo and monaural long-playing albums. The LP soundtrack album has been one of the top five best-sellers for the past nine months. Numerous other LP albums and singles contain the "Lawrence" theme music. Some of the albums have decorative covers highlighting the film and make ideal music window tie-ins.

"LAWRENCE OF ARABIA" was the inspiration for fashion designers whose imagination never seemed to run dry in creating complete wardrobes derived from "Lawrence" and its desert background. These haute couture fashions included gowns, hats, shoes, beachwear, and even cosmetics.

Alert merchandisers never fail to respond to this type of fashion promotion. A fruitful source of cooperative effort in this area, both in co-op advertising and merchandising, can be retail establishments from the giant department stores to even the tiniest retailer. With the proper effort, store win-



dows, newspaper publicity, in-store displays, almost anything is possible.

T. E. Lawrence, the man and the myth, inspired numerous books. Listed on page 16 of the "Lawrence" pressbook are the many books dealing with, or written by, Lawrence of Arabia. They consist of many hard cover editions and 11 paperbacks. On every paperback rack in this country, you will find one, two, three, four, or even five different titles relating to the picture. Schools, bookstores, department stores, and libraries are some of the places that can be contacted for displays, supplemented, of course, by stills from the picture.

The "Lawrence" souvenir book, one of the most elaborate ever prepared for a film and used so successfully in roadshow engagements, can also be a useful tool for presentation to critics, V.I.P.'s, etc.

"LAWRENCE OF ARABIA" served also to activate some fundamental showmanship principles. A quick run-down of some of these showmanship ideas testify to the ingenuity of showmen when they are stimulated by the right attraction. They included the use of newspaper giveaways, the employment of shopping centers to promote "Lawrence," Arab costumes, the use of exchange students from "Lawrence of Arabia" lands, Arabian dinners, dual-purpose ads, camera shops, three-dimensional 24-sheet displays. But why go on, the list is only limited by each showman's ingenuity.

The "LAWRENCE OF ARABIA" Study Guide can be an open sesame into every classroom in the country teaching History, English, and Social Studies. The Study Guide can serve as a wedge into the schools, through the local Board of Education, or through the teachers. Accompany copies to educators with a special letter calling attention to your plans for "youth shows."

Representatives of Columbia have been meeting with exhibitors at the local level to brief them on how they can best

implement the vast armory of "LAWRENCE OF ARABIA" merchandising weapons. They have discussed the proven merchandising techniques of study guides, school cooperation, store tie-ins, press and radio participation. Exhibitors have been consulted by Columbia representatives on problems peculiar to their own situations; Columbia representatives have been receptive to new areas of promotion suggested by theatre men.

Columbia has given you the ammunition, Mr. Exhibitor. Get out on the firing line and pull that trigger! Your target—the biggest boxoffice in the history of your theatre!

One thing is certain, you theatremen have never had a property pre-sold to your audiences any better. The honors won by "Lawrence" and the highly successful reserved seat engagements at advanced prices have resulted in an unprecedented amount of publicity, and the vast new audience available as the film breaks at popular prices is ripe for the host of excellent exploitation and publicity tools available.

The advertising and publicity, aimed primarily at the class audience in early engagements, have been changed and modified to achieve maximum impact with the mass audience in the upcoming area breaks. In addition to the excellent ideas available through the pressbook, you will find the men at Columbia quite receptive to your ideas, geared for appeal to your own audiences, which no one knows better than the individual theatreman.

The series of meetings with theatremen conducted by top Columbia executives in various key cities has resulted in an exchange of ideas and information that can only add to the effectiveness of an already well proven campaign. It is this cooperative action between distributor and exhibitor that is your greatest guarantee of success. There is no doubt about it. This film, backed by unprecedented merchandising activity, should continue to rack up grossing records.

**ANIMATED billboard is another way to draw public attention to your "Lawrence" playdate. The host of merchandising aids available through Columbia as the picture enters popular price engagements should keep boxoffices everywhere extremely active.**

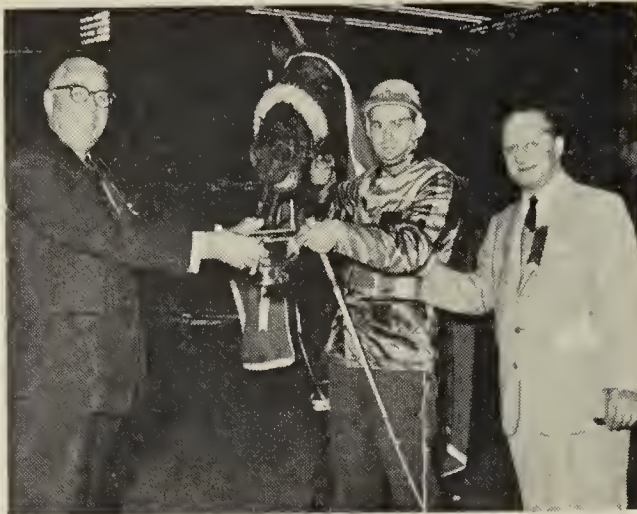




## Nutter To Manage New House

NEWARK, DEL.—Bruce L. Nutter, Boston, has been named manager of Cinema Center, the new motion picture theatre scheduled to open Oct. 10 in the Newark, Del., Shopping Center. His appointment was announced by Reba and Muriel Schwartz, Dover, Del., owners of the George M. Schwartz Theatres Circuit of which Cinema Center is the seventh unit. The owners said that buying and booking for the new theatre will be handed by Rugoff Theatres, Inc., of New York.

Nutter previously was with the Theatre Management Association in Boston, a firm which he established. At Newark, he will be responsible for management, promotion, and advertising. Both foreign and domestic films will be shown.



Seen at the presentation of cup to winner of the Variety Club of New York City Heart Foundation Handicap recently held at Yonkers Raceway as a fund-raising project were, left to right, Charles Alicoate, chief barker; driver Stanley Dancer; and Charles A. Smakwitz, chairman of the event.

## Embassy Shifts L.A. Branch

LOS ANGELES — Embassy Pictures has moved its western district branch office to larger quarters at 8831 Sunset Boulevard. Headed by Julius Needelman, western district manager, assisted by Ervin D. Douglyn, western sales representative, the branch office covers the Los Angeles, Denver, and Salt Lake City territories for Embassy Pictures.

## Segal Publicizes Pioneers

NEW YORK—Mort Segal, publicity manager of 20th-Fox, has been appointed publicity chairman for the Motion Picture Pioneers 25th anniversary dinner honoring Darryl F. Zanuck as Pioneer of the Year 1963, it is announced by William J. Heineman, president of the Pioneers.

### STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Act of October 23, 1962; Section 4369, Title 39, United States Code)

1. Date of Filing: September 26, 1963
2. Title of Publication: MOTION PICTURE EXHIBITOR
3. Frequency of Issue: Weekly
4. Location of known office of publication: 3110 Elm Ave., Baltimore, Md. 21211
5. Location of general business offices of the publishers: 317 N. Broad St., Phila., Pa. 19107
6. Names and addresses of publisher, editor, and managing editor:

Publisher: Jay Emanuel, 317 N. Broad St., Phila., Pa. 19107

Editor: Albert Erlick, 317 N. Broad St., Phila., Pa. 19107

Managing Editor: None

7. Owner: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.)

Jay Emanuel Publications, Inc., 317 N. Broad St., Phila., Pa. 19107

Jay Emanuel, 317 N. Broad St., Phila., Pa. 19107  
Mrs. Helen Greenhalgh, 317 N. Broad St., Phila., Pa. 19107

8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities (If there are none, so state): None.

9. Paragraphs 7 and 8 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stocks and securities in a capacity other than that of a bona fide owner. Names and addresses of individuals who are stockholders of a corporation which itself is a stockholder or holder of bonds, mortgages or other securities of the publishing corporation have been included in paragraphs 7 and 8 when the interests of such individuals are equivalent to 1 percent or more of the total amount of the stock or securities of the publishing corporation.

10. This item must be completed for all publications except those which do not carry advertising other than the publisher's own, and which are named in sections 132.231, 132.232, and 132.233, Postal Manual (Sections 4355a, 4355b, and 4356 of Title 39, United States Code)

		Average no. copies each issue during preceding 12 months	Single issue nearest to filing date
a. Total no. copies printed (net press run)		—	—
b. Paid Circulation			
1. To term subscribers by mail, carrier delivery or by other means		—	—
2. Sales through agents, news dealers, or otherwise.		—	—
c. Free Distribution (including samples) by mail, carrier delivery, or by other means.		—	—
d. Total No. of copies distributed (Sum of lines B1, B2 and C)		—	—

I certify that the statements made by me above are correct and complete.

MAX CADES  
Business Manager

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia 30, Pa.  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C.  
DUpont 7-7200

## Balaban To Be Honored In ADL War On Bigotry

NEW YORK—Barney Balaban, president of Paramount Pictures Corporation, will be honored for his contributions to the fight against racial and religious prejudices and discrimination at the 50th Anniversary Luncheon of the Anti-Defamation League in the Grand Ballroom of New York's Americana Hotel on Nov. 1.

Selection of Balaban as the special guest of honor was announced by Benjamin Melniker, vice-president of Metro-Goldwyn-Mayer Pictures and this year's chairman of the amusement division of the Anti-Defamation League.

Balaban has for many years been a leading force of the League, which was founded in 1913 "to secure justice and fair treatment for all citizens." Members in the film industry and allied arts have sought to eliminate from movies, plays, radio and television "offensive, hate-breeding stereotypes, making sure that no man, no race, no group is held up for ridicule or played for laughs."

"We are privileged and grateful indeed that Barney Balaban, one of the first citizens of the motion picture world, has agreed to be our guest of honor," Melniker said. "Let us all turn out to honor him for the vital cause he espouses."

The ADL luncheon will spotlight the League's drive for \$3,940,000 for the development of a five-point educational and research program designed to combat bigotry and prejudice. A part of this program will be the preparation of dozens of one-minute television spot announcements featuring such stars as Frank Sinatra, E. G. Marshall, Nanette Fabray, Chuck Connors, and James Whitmore. Set for showings on hundreds of tv stations across the country, these spots will emphasize the fact that bigotry is "unfashionable, unpardonable, and un-American."

## Verleysen To UA-Japan

NEW YORK—Maurice Verleysen has been named office manager of United Artists of Japan, Inc., it was announced by Eric Pleskow, United Artists vice-president in charge of foreign distribution.

Verleysen, who joined UA in September, replaced Paul Fehlen, resigned.

David E.

# BRODSKY

Associates

THEATRICAL INTERIOR DECORATOR  
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.  
PAINTING • DRAPERIES • MURALS  
STAGE SETTINGS • WALL COVERINGS

PROGRESSIVE ELECTRIC  
CONSTRUCTION CO. INC.  
240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance



# REVIEWS

**The famous pink paper SAVEABLE SECTION in which  
Experienced Trade Analysts evaluate coming product**

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined, the every second week yellow paper SERVICEINDEX indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique informative service to theatremen. Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO OCTOBER 9, 1963  
VOL. 70, No. 14

## ALLIED ARTISTS

### Cry Of Battle

DRAMA  
99M.

Allied Artists  
(Made in the Philippines)

ESTIMATE: War action film is satisfactory for program.

CAST: Van Heflin, Rita Moreno, James MacArthur, Leopoldo Salcedo, Oscar Roncal, Vic Solyin, Liza Moreno, Marilou Munoz, Michael Parsons, Claude Wilson, Oscar Keese, Sid Clute. Produced by Joe Steinberg; directed by Irving Lerner.

STORY: James MacArthur is the son of a wealthy shipping tycoon, and he is attacked by Philippine bandits shortly after the Japanese attack. Guerillas rescue him, and their leader, Leopoldo Salcedo, takes MacArthur to the home of young Marilou Munoz and her grandfather. Munoz teaches MacArthur the language, and he works on the farm. Coarse ship's mate Van Heflin arrives with Salcedo and ingratiates himself with MacArthur. Heflin worked for MacArthur's father and sees the boy as a possible meal ticket if they both survive the war. Drunk, Heflin rapes Munoz, and he and MacArthur are forced to flee into the jungle. They join a band of natives and accompany them to the headquarters of the American guerilla unit. Heflin is made an officer. He takes a group of natives and MacArthur on a special mission. Accompanying them is Rita Moreno, whom Heflin takes from the native leader. The band reverts to banditry, led by Heflin, and the mission is a failure. MacArthur and Moreno fall in love. Salcedo reappears and puts Heflin under arrest. He asks MacArthur to testify as to Heflin's crimes, but the boy still has a misguided sense of loyalty. They escape during a Japanese attack. Salcedo follows and Heflin is determined to kill the guerilla leader. At last, MacArthur makes his moral choice by killing Heflin and joining the guerillas. The boy has become a man.

X-RAY: Plenty of action and a better than average cast for such a war adventure makes this a satisfactory feature for the program in regulation spots. The story holds interest although it could have been tightened for better effect. Also, it tends to ramble in spots with subplots getting in the way of the main story. Heflin is fine in the unsympathetic lead role, and he receives good support from MacArthur. Miss Moreno is wasted in the kind of a role she outgrew years ago. This is nothing extra special, but it is a satisfactory film for those who don't expect too much. The action and the names are its chief assets and should be emphasized in the selling. Screenplay by Benjamin Gordon.

AD LINES: "Nothing Like A War To Change A Boy Into A Man"; "Violence And Passion Flared And Loyalty Was A Word With Many Meanings."

### The Gun Hawk

WESTERN  
92M.

Allied Artists  
(Color)

ESTIMATE: Good action entry.

CAST: Rory Calhoun, Rod Cameron, Ruta Lee, Rod Lauren, Morgan Woodward, Robert J. Wilke, John Litel, Rodolfo Hoyos, Lane Bradford, Glenn Stensel, Joan Connors, Ron Whelan. Produced by Richard Bernstein; directed by Edward Ludwig.

STORY: Rory Calhoun, outlaw gunman, gets involved with young Rod Lauren, whom he helps out of a jam. The two brothers Calhoun whips in a saloon fight set up a plot with the town drunk, who is Calhoun's father, to gun him down. The plot fails when Calhoun's father steps in the line of fire to save his son. The gunmen flee Calhoun, known as the gun hawk. Sheriff Rod Cameron, who has always liked Calhoun despite his scrapes with the law, says he will get the pair, but Calhoun finds them first and shoots them. Cameron pursues Calhoun to Sanctuary, a haven for outlaws controlled by Calhoun. Cameron, who wounds Calhoun during the flight, camps outside of the town. Young Lauren flees with Cameron and tries to befriend him. Calhoun's wound worsens, blood poisoning sets in, and he stares death in the face. Refusing to die in bed, he goads Lauren into a gunfight and is killed. Lauren must leave the outlaw refuge as a result, and is taken into custody by the sheriff.

X-RAY: Mostly formula material, this western comes across with a twist ending when the old gun wings his protege to keep him from falling into the same kind of life he led. Calhoun is good as the noble badman forced astray by circumstance. Lauren fits the gutsy, chip-on-the-shoulder youth who idolizes the "biggest" man he can find and goes to pieces when the hero uses him to die the only kind of death he can accept: by the gun. The disillusionment of Lauren and the contest of wills between the Sheriff and Calhoun are portrayed well, and, with the exception of some nice scenery, make the film. Screenplay by Jo Heims.

AD LINES: "Fast Guns, Fast Women, Fast Death!"; "A Western That Sheds Light On The Mystery Of The Badman."

## BUENA VISTA

### Fantasia

NOVELTY  
117M.

Buena Vista  
Reissue  
(Technicolor)

ESTIMATE: Reissue of something different which should attract lots of interest in metropolitan sectors.

CREDITS: Produced by Walt Disney with Leopold Stokowski conducting the Philadelphia Orchestra. Narrative introductions by Deems Taylor. Production supervision, Ben Sharpsteen; story direction, Joe Grant, Dick Huemer. Musical direction, Edward H.

Plumb. Musical film editor, Stephen Csillag. Fantasound recording, William E. Garity, C. O. Slyfield, J. N. A. Hawkins. Photographed in Multiplane Technicolor. Directors, Samuel Armstrong, James Algar, Bill Roberts, Hamilton Luske, Jim Handley, Ford Beehem, T. Lee, Norm Ferguson, Winfred Jackson.

For complete review please refer to page 647, November 27, 1940.

### The Sword In The Stone

CARTOON  
75M.

Buena Vista  
(Technicolor)

ESTIMATE: Entertaining Disney cartoon entry for kiddies and the young in heart.

CREDITS: Directed by Wolfgang Eitherman; art direction by Ken Anderson; production supervised by Ken Peterson; film edited by Donald Halliday. A Walt Disney Presentation.

STORY: When Uther Pendragon, King of England, dies, there is no heir. Instead, a sword stuck through an anvil turns up in a London churchyard with the inscription advising all that whoever pulls the sword free is the rightful King of all England. Many try but none succeeded, and eventually it is forgotten among covering weeds. In a dark wood, magician Merlin resides with his educated owl. He expects a dinner guest who turns up in the person of 12 year old Arthur, who is following an arrow lost by Kay, a hulking youth whom Arthur is forced to serve. Merlin offers to give the boy an education and returns to the castle with him. The boy also acts as a slavey in the kitchen of the castle. Merlin is allowed to live in a leaky, abandoned part of the castle, but he sticks it out, showing the boy all the wonders of his magical bag of tricks and how the various animals live, etc. When news arrives that there is to be a tournament in London with the winner to be named King, Kay and his father resolve to go there and try for the crown. Arthur is to go along as Kay's squire if he behaves. During the tournament, Arthur discovers he forgot to bring Kay's sword and returns to the inn for it. He finds the place locked and everyone away. He discovers the sword in the anvil, easily pulls it out, and brings it to the tournament. The sword is recognized by the nobles, who make him do it again after everyone tries to get it out and fails. When Arthur draws it out again, he is acclaimed King, and Merlin offers to serve as his counselor.

X-RAY: This famed tale of yesteryear is given the colorful Disney touch and treatment, and what emerges is an entry that should please most youngsters and many oldsters as well, even though the story is padded with scenes that wander from the plot. It should do okay as part of the show, with the story line and the Disney "name" being most attractive for audiences. The story is by Bill Peet based on the book by T. H. White.

TIP ON BIDDING: Average Disney rates.

AD LINES: "A Famous Historical Tale Becomes A Fabulously Entertaining Cartoon Feature"; "Another Treat From The Fertile Walt Disney Studios."



## 20,000 Leagues Under The Sea

MELODRAMA  
127M.

(CinemaScope-Technicolor)  
(Reissue)

ESTIMATE: Reissue is high rating Disney feature.

CAST: Kirk Douglas, James Mason, Paul Lukas, Peter Lorre, Robert J. Wilke, Carleton Young, Ted de Corsia, Percy Helton, Ted Cooper, Edward Marr, Fred Graham, J. M. Kerrigan. Directed by Richard Fleischer; a Walt Disney presentation.

For complete review please refer to page 3893, Dec. 29, 1954.

## COLUMBIA

### Under The Yum Yum Tree

COMEDY  
110M.

Columbia  
(Eastman Color)

ESTIMATE: Amusing romantic comedy.

CAST: Jack Lemmon, Carol Lynley, Dean Jones, Edie Adams, Imogene Coca, Paul Lynde, Robert Lansing, James Millhollin, Pamela Curran. Produced by Frederick Brisson; directed by David Swift.

STORY: Carol Lynley and Dean Jones are in love and are also students at the same college. Lynley is wary of a marriage that may some day wind up in divorce, so she devises a plan whereby she and Jones can live together and get to know each other without any sex being involved. Jones reluctantly agrees to the arrangement, and Lynley finds an ideal apartment being vacated by Edie Adams, her aunt and also an instructor in a marriage course at the university. The apartment is in an apartment house owned by Jack Lemmon, who inherited it and wealth from his father. Adams is leaving to get Lemmon out of her system. He is a landlord second and a wolf first, who intimates that he has always scored with his feminine tenants after hand picking same. Imogene Coca is his maid, who is disgusted with his goings-on, while her gardner husband, Paul Lynde, revels in the Lemmon escapades. Lemmon agrees to give Lynley the apartment, thinking of her as a beautiful new tenant to conquer. He agrees to let her share it with a friend, not knowing that his gender is male. Lemmon's active pass key soon introduces the two, and Lemmon does what he can to break them up, with Jones falling in with some of his fast talk until he regains his perspective. Lemmon, however, is irrepressible. Lynley and Jones are finally convinced that they should get married and leave the apartment. This leaves Lemmon dejected until a bevy of beautiful girls drive past looking for accommodations. He is in business once again.

X-RAY: Romance and sex get a thorough going over in this comedy based on a hit stage play. The result is amusing most of the time in varying degrees. Audience interest is well enough maintained, and aiding in putting the production across are good acting, competent direction, and better production values, to which should be added the "name" value of the cast, the reputation of the play, the color, etc., etc. There is a song based on the title sung by James Darren. The lightweight script is by Lawrence Roman and David Swift, based on the play by Roman. The film is quite adult in tone, and the concentration on sex may bother some audiences.

TIPS ON BIDDING: Higher bracket.

AD LINES: "A Smash Stage Hit Now Becomes One Of The Funniest Of Films"; "It's Lots Of Fun All The Way With An All-Star Cast."

## MGM

### Square Of Violence

MELODRAMA  
113M.

MGM  
(European-made)  
(Wide Screen)

ESTIMATE: Okay programmer.

CAST: Broderick Crawford, Valentina Cortese, Bibi Anderson, others. Produced by Leonardo Bercovici.

STORY: In 1944, the Partisans have prepared to attack the occupying German forces in coordination with a planned Allied air attack, which, unknown to them, has been called off. Doctor Broderick Crawford, considered friendly by the German commandant, drops a bomb in front of German headquarters killing 30 officers. To his horror, intensified by his deep shame at the act war has forced him to commit, the Allied attack does not come, and the Partisans can not move to the attack. The Germans seal off the city. A young, ruthless German officer takes over as commandant and issues a proclamation declaring that 300 male hostages are to be shot if the man who threw the bomb does not surrender. Crawford is faced with an intolerable moral burden. Shall he remain quiet and protect the underground, or give himself up in the hope that the Germans will keep their word and kill him but free the innocent 300 hostages. His wife, who hates the Germans who wantonly killed their young son two years before, believes that he must not give himself up. To the leader of the partisans, Crawford bears no direct responsibility and can not give himself up. He orders an armed partisan to follow Crawford until the ordeal is over. Crawford tries to resolve his moral dilemma without success as he visits several Jews, who are taken as hostages or killed. Next morning, Crawford goes to the new commandant, who assures him he will free the hostages if the responsible bomber gives himself up. Crawford tells his wife that he has decided to give himself up, but the partisan leader covers him with a gun and tells him he cannot give himself up because under torture he may give the names of hundreds of others. Besides, the Germans would never keep their word about freeing the hostages. His wife saves Crawford from the partisan's gun. Crawford runs desperately into the square, past the hostages toward the major. He is shot down by a partisan sharpshooter. Before he dies, Crawford tells the major he threw the bomb. The major knows Crawford told the truth but orders the execution of the hostages just the same.

X-RAY: This well-made melodrama of Nazi terrorism has considerable impact. It is from an original screenplay by Eric and Leonardo Bercovici. Broderick Crawford turns in an excellent performance as the German doctor, and the other unidentified actors are more than competent. While the story matter is a trifle old hat at this late date, this should prove okay as a program entry. The setting seems authentic enough. The tragic ending may motivate against it in some spots.

AD LINES: "A Vivid Illustration Of Nazi Duplicity"; "A Battle Of Wits Between Partisans And Nazi Brutality."

## 20TH-FOX

### Thunder Island

MELODRAMA  
65M.

20th-Fox  
(CinemaScope)

ESTIMATE: Good programmer.

CAST: Gene Nelson, Fay Spain, Brian Kelly, Miriam Colon, Art Bedard, Antonio Torres Martino, Evelyn Kaufman, Stephanie Rifkinson, Jose de San Anton. Produced and directed by Jack Leewood.

STORY: Professional killer Gene Nelson arrives in Puerto Rico on an assignment to kill

former South American dictator, Jose de San Anton, in exile on a well-fortified island. It is feared by liberal elements in his country that he may return to power. He is met by representative Miriam Colon and given all the available information. Meanwhile, fishing boat owner Brian Kelly, a refugee from a hectic advertising agency job in New York, is visited by his wife, Fay Spain, and their daughter, who tries to persuade him to return. He refuses but asks her to stay and give the island a chance to bring them together. Since his boat is used to deliver supplies and mail to the guarded island, Nelson decides to use it for his mission. If Kelly won't cooperate, then his daughter will be held as hostage. Colon persuades Nelson to use Spain instead, and he gets on the island. His shots only wound the ex-dictator, after which he is a hunted man. He is killed in a showdown fight by Kelly after he kills Colon. Spain is unharmed.

X-RAY: This fast-moving entry can prove okay in the supporting feature role on the program. It has sufficient action, intrigue, and suspense, and even a little romance. The backgrounds of Puerto Rico, where it was filmed, give the story an extra bit of flavor. Performances, direction, and production are average, and the running time is handy for its designation. Don Devlin and Jack Nicholson wrote the screenplay.

AD LINES: "An Ex-Dictator is Marked For Assassination"; "A Fast-Moving Thriller."

## UNITED ARTISTS

### Court Martial

MELODRAMA  
82M.

United Artists

(German-made) (Dubbed in English)

ESTIMATE: Interesting, tragic war story.

CAST: Karlheinz Boehm, Christian Wolff, Klaus Kammer, Hans Nielsen, Sabina Sesselman, Carola Von Kayser. Produced by Helmut Volmer; directed by Kurt Neisel.

STORY: Three survivors of a crew of 1400 German sailors whose ship had been sunk by the British in World War II are rescued from their life raft by a German submarine and returned to Germany, where they are hailed as heroes. A high naval official, however, orders a top secret investigation of their case after noting discrepancies in their individual accounts, and the three men are arrested and charged with desertion. A court martial follows, with the men charged with treason and desertion of their posts. The penalty is death. Despite an ardent plea for their lives, the men are found guilty, and the defense counsel is discharged from the court.

X-RAY: Although it may be difficult to engender sympathy for these Nazi victims of the Third Reich and the European cast lacks names for U. S. showings, this nevertheless should prove satisfactory as part of the program for action and adventure fans. The screenplay is by Will Berthold and Heinz O. Wuttig. Production, direction, and acting are satisfactory.

AD LINES: "Perhaps The War's Most Shocking Story Of Military Justice"; "Out Of The Turmoil Of Battle—The Terror Of Court Martial!"

### Stolen Hours

DRAMA  
100M.

United Artists  
(Mirisch)  
(Color by DeLuxe)  
(Made in England)

ESTIMATE: Well-done heart-tugger aimed at the ladies.

CAST: Susan Hayward, Michael Craig, Diane Baker, Edward Judd, Paul Rogers, Robert Bacon, Paul Stassino, Jerry Desmonde, Ellen McIntosh, Gwen Nelson, Peter Madden, Joan Newell, Chet Baker. Executive producers, Stuart Millar and Lawrence Turman; pro-



duced by Denis Holt; directed by Daniel Petrie.

**STORY:** Diane Baker comes to England from America to visit her sister, wealthy Susan Hayward, who has a reputation as a much-married playgirl. Hayward's current flame, auto racer Edward Judd, tells Baker he is worried about Hayward's recurrent headaches. He brings Dr. Michael Craig to examine Hayward on the sly. Craig diagnoses a serious brain ailment and convinces Hayward that she needs an operation. He also falls in love with Hayward. The operation is only a partial success. The disease is arrested to the point where the painful symptoms are eased, but Craig learns that Hayward will die in a matter of months. He proposes to her, attempting to keep the seriousness of her condition a secret. She accepts in the thought that she faces a long and happy future, and is very nearly crushed when she discovers that she has only a short time to live. First, she decides to fill her remaining days in a wild search for pleasure, but soon realizes how pointless that is. She and Craig are reunited. Ecstatically happy, they visit the small English village of his birth. He decides to give up his London practice and remain in the coastal town. Hayward's days are filled with joy and her love for her husband. They also more or less adopt 10 year old Robert Bacon, whose mother takes no interest in him. Hayward realizes she has at last found true happiness and is prepared when her disease comes back. She dies quietly in bed.

**X-RAY:** This is an extremely well done remake of the Bettie Davis vehicle, "Dark Victory." Susan Hayward does an excellent job in the lead role, and other principals give her fine support. Production is colorful, with particularly fine shots of an English coastal village providing atmosphere and the ideal surroundings for the story. This film will have particular appeal to the ladies although it is done well enough so that the men can enjoy it, too. It is guaranteed to bring a tear or two to the eye, but does not become too sticky. Moments of humor lighten things, and interest is maintained throughout. Direction keeps the leisurely story moving. The ladies should respond quite favorably to the theme of tears and tenderness. Screenplay by Jessamyn West.

**TIP ON BIDDING:** Better program rates.

**AD LINES:** "Love Gave Her Courage . . . And The Stolen Hours Were The Sweetest Of Her Life"; "Their Love Defied Convention . . . They Lived A Lifetime Each Day."

## Twice Told Tales

MELODRAMA  
119M.

United Artists  
(Technicolor)

**ESTIMATE:** Okay horror item.

**CAST:** Vincent Price, Sebastian Cabot, Mari Blanchard, Brett Halsey, Abraham Sofaer, Joyce Taylor, Edith Evanson, Beverly Garland, Richard Denning, Jacqueline De Wit, Floyd Simmons, Gene Roth. Produced by Robert E. Kent; directed by Sidney Salkow.

**STORY:** "Dr. Heidegger's Experiment"—Two old friends, Dr. Sebastian Cabot and Vincent Price, are celebrating the doctor's 79th birthday and reminiscing over Cabot not marrying after he lost his fiancée on the eve of their wedding. The girl, Mari Blanchard, is buried in a crypt in the back of his home. A bolt of lightning hits the crypt, and they find that her body is still perfectly preserved. Cabot believes that the water dripping on the coffin from a crack in the ceiling is responsible for the lifelike state of the corpse. The fluid has some strange composition, and when Cabot tries some, the years melt away so that he is young once again. Price, too, regains his youth. The next step has Cabot giving Blanchard an injection with the fluid, and she comes to life. Cabot overhears Price and the girl admit having an affair before she was to marry Cabot. When she leaves, the two men have a fight, and Cabot is stabbed. With death

comes a return to normal old age to both men as well as to Blanchard, who turns to dust. Price seeks out more fluid only to find the crypt crevice dry.

**"Rappaccini's Daughter"** — Young student Brett Halsey rents quarters in a building overlooking a garden belonging to an old mansion. When he sees its inhabitant, Joyce Taylor, he falls in love with her. Unknown to him, she has been the subject of an experiment on the part of her father, Dr. Vincent Price, who is mentally upset at his wife leaving him. Price decided that the sins of the world should never touch his daughter. His experiments have turned her into a poisonous thing whose very touch is death. She falls in love with Halsey. In order to prevent her committing suicide, Price turns Halsey into the same kind of being. He seeks the help of a university professor who tries to create an antidote. They take this and die. Price commits suicide.

**"House of the Seven Gables"**—Vincent Price returns to the house of his ancestors after an absence of many years. With him is his wife, Beverly Garland, who has never been there. He finds his sister, Jacqueline De Wit, waiting there. Garland learns that there is a ghost on the premises which tries to contact her. The present descendant of the ghost, Richard Denning meets her and is attracted to her though she is married to Price. The latter is obsessed by the rumor that his ancestors might have built a vault for valuables when they constructed the home, and he is determined to find it. It is revealed that Garland is the descendant of a girl that the ghost loved when he had a body, and wants love to develop between Denning and Garland. Price finds a chart which may point the way to the vault, and he kills his sister so he won't have to share the wealth with her. He finds only death awaiting him in the vault, after which the house is destroyed. Garland and Denning are free to pursue a future together.

**X-RAY:** The works of Nathaniel Hawthorne have been turned to as source material for this horror entry, and what emerges does have some moments of terror. However, it is also overlong and takes too much time in making its horrific point. A bit of editing might have improved the film, which otherwise has merit in its competent performances, adequate direction, and good production values. The use of color is certainly an asset here. It should do okay as part of the show although it's not for the very young. Robert E. Kent wrote the screenplay, and Vincent Price again displays considerable versatility.

**AD LINES:** "Warning—This Film Is Not For People With Weak Hearts"; "Horror—Murder—Terror—The Supernatural . . . All In One Terrifying Package."

## WARNERS

### The Castilian

DRAMA  
129M.

Warners  
(Eastman Color)  
(Prints by Panacolor)  
(Filmed in Spain)

**ESTIMATE:** Colorful action adventure for program.

**CAST:** Caesar Romero, Frankie Avalon, Broderick Crawford, Alida Valli, Spartaco Santony, Teresa Velasquez, Fernando Rey, George Rigaud, German Cobos, Julio Pena. Produced by Sidney W. Pink; executive producer, Richard Meyer; directed by Javier Seto.

**STORY:** Some 350 years before the Crusades, Spain is not only divided into several kingdoms, but it is also menaced by the Moors. Outraged by the spineless behavior of the Castilian rulers, young count Spartaco Santony takes to the woods with his companion, Caesar Romero, and they live a simple existence while waiting for things to change. Santony meets Teresa Valasquez, the Infanta of

Navarre, who is passing through. He falls in love with her and promises to see her again even if he has to come to hostile Navarre. When he visits the city, he learns that his brother died, and he is hailed as the new ruler of the city of Lara. He makes a bid for the governorship of Castile and wins the support of the other nobles. He starts a series of raids against the Moor strongholds and wipes them out. The king of the Moors vows to come back in the spring and annihilate Castile. Santony asks Valasquez to tell her father that he would like to marry her, but others get to the king, Broderick Crawford, and convince him that Santony has designs on Navarre. Crawford orders war on Castile, whose forces rout the enemy with Santony killing Crawford. The latter's son tricks Santony into coming to Navarre and jails him. Valasquez gets him out, and they reach his forces as they are being attacked by the Moors. He leads his forces against them as two patron saints appear from heaven to help. The Moors are defeated and will not return again. The battle results in the death of Romero; but the future looks brighter than ever for the others.

**X-RAY:** This story of early Spain, made in that country, offers some good battle scenes and colorful settings, but it also offers a drawn-out story in a framework that is too long. It does impress with its large cast and its authentic surroundings. The cast performs well enough, and direction is adequate, while the production values are good. The film should do all right as part of the show and would do even better with some tighter editing. Sidney Pink wrote the English script, based on a story adapted from the poem, "The Legend of Fernan Gonzalez." Incidentally, Frankie Avalon acts as the story teller, relating his tale in song, while Broderick Crawford and Alida Valli make brief guest appearances.

**AD LINES:** "The Story Of The Rape Of Spain"; "An Action Adventure Spectacle With A Cast Of Thousands."

## MISCELLANEOUS

### Creation Of The Humanoids

MELODRAMA  
75M.

Emerson Film Ent.  
(Eastman Color)

**ESTIMATE:** For the lower half.

**CAST:** Don Megowan, Erica Elliot, Frances McCann, Don Doolittle. Produced by Edward J. Kay; directed by Wesley Barry.

**STORY:** After the Atom Bomb has blasted off, a war for existence is carried on by the surviving flesh-and-blood people and the purplish green robots, who, through the efforts of a crazy scientist are becoming more and more human through his transfusion efforts. When the girl friend of the hero, Don Megowan, transfers her affections to one of the robots, a showdown crisis is created. The end comes with a title saying: "This is really only the beginning since we are still here."

**X-RAY:** This hardly believable science fiction or fantasy yarn with screenplay by Jay Simms is all talk of the pseudo scientific type, with the conversation of a high level so far as its understandability is concerned. There is little or no action. The cast is competent enough and the color is a help. However, it will only suffice as filler for the lower half.

**AD LINES:** "Never Has The Screen Brought You A More Shocking Revelation"; "Man's Own Creation—Can He Control Machines That Produce Green Blooded People."

### Monstrosity

MELODRAMA  
67M.

Emerson Film Ent.

**ESTIMATE:** For the duallers.

**CAST:** Erica Peters, Marjorie Eaton, Frank Gerstle, Frank Fowler, Lisa Lang, Margie  
(Continued on page 5100)



# ALPHABETICAL GUIDE TO 45 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

<b>A</b>	
All The Way Home—103m.—Para.	5095
<b>B</b>	
Beauty And The Beast—77m.—UA	5095
<b>C</b>	
Castilian, The—129m.—WB	5099
Charade—114m.—U.	5095
Clown And The Kid, The—66m.—UA.	5091
Condemned Of Altona, The—114m.—Fox	5090
Conjugal Bed, The—90m.—Emb.	5094
Court Martial—82m.—UA	5098
Creation Of The Humanoids, The—75m.—Misc.	5099
Cry Of Battle—99m.—UA	5097
<b>F</b>	
Fantasia—117m.—BV—RE.	5097
Farewell To Arms, A—Re.—159m.—Fox	5090
<b>G</b>	
Gun Hawk, The—92m.—AA	5097
<b>H</b>	
Haunted Palace, The—85m.—A.I.	5089
Heavenly Bodies—60m.—Misc.	5092
Hootenanny Hoot—91m.—MGM	5089

<b>I</b>	
In The French Style—105m.—Col.	5093
<b>J</b>	
Johnny Cool—101m.—UA	5091
<b>L</b>	
La Poupee—90m.—For.	5096
Lord Of The Flies—90m.—For.	5092
<b>M</b>	
Mary, Mary—126m.—WB	5091
Monstrosity—67m.—Misc.	5099
My Life To Live—85m.—For.	5100
My Son, The Hero—111m.—UA	5095
<b>N</b>	
New Kind Of Love, A—110m.—Par.	5090
<b>O</b>	
Of Love And Desire—97m.—Fox	5090
<b>P</b>	
Promises! Promises!—75m.—Misc.	5096
<b>R</b>	
Reach For Glory—89m.—Col.	5093
Running Man, The—103m.—Col.	5094

<b>S</b>	
Siege Of The Saxons—85m.—Col.	5089
Small World Of Sammy Lee, The—105m.—For.	5092
Square Of Violence—113m.—MGM	5098
Stolen Hours—100m.—UA	5098
Sword In The Stone, The—75m.—BV	5097
<b>T</b>	
Terror, The—81m.—A-1	5093
Third Of A Man—80m.—UA	5091
3 Stooges Go Around The World In A Daze, The—94m.—Col.	5089
Thunder Island—65m.—Fox	5098
Tom Jones—131m.—For.	5100
20,000 Leagues Under The Sea—127m.—BV—RE.	5098
Twice Told Tales—119m.—UA	5099
Twilight Of Honor—115m.—MGM	5094
<b>U</b>	
Under The Yum Yum Tree—110m.—Col.	5098
<b>W</b>	
Wheeler Dealers, The—106m.—MGM	5094
<b>X</b>	
X—The Man With The X-Ray Eyes—80m.—A-1	5093

## MONSTROSITY

(Continued from page 5099)

Fisco, Xeres, the cat. Other credits unknown.

**STORY:** A mad scientist is furnished funds for his crazy experiments in brain transferences, etc., by a wealthy eccentric woman, who hopes that he may help her attain perpetual youth. To this end, she imports some foreign servant girls, who are promptly made prisoners and some of them subjected to the experiments. The brain of Xeres, the cat, is transferred to one of them, and she assumes all the feline characteristics. Wandering around is a big dope-like dog-faced boy, the mistake of one of the doctor's experiments. Naturally, the old lady and the scientist are foiled in their efforts, and the nut house is destroyed by a fire started by one of the monsters.

**X-RAY:** This improbable horror entry has its moments, but that is all. It is brief enough, although never believable. The cast of unknowns do what they can, and direction and production, both unknown, are passable. This is strictly for the duallers, and only for the most undemanding spots, at that.

**AD LINES:** "Chained To The Devil's Love Lab!"; "A New Study In Horror."

## FOREIGN

### My Life To Live

DRAMA  
85M.

Union Films  
(French-made)  
(English titles)

**ESTIMATE:** Fair import.

**CAST:** Anna Karina, Saddy Rebbot, Andre Labartre, Giselle Schlumberger, Gerard Hoffman, Monique Messine, Paul Favel. Written and directed by Jean-Luc Godard; produced by Pierre Braunberger.

**STORY:** Anna Karina is married to Andre Labartre, but they are separated. They have a child who is placed in a foster home. Karina goes from one affair to another while employed in a record store. She owes money for her room rent and can't find anyone to lend her the needed amount. She is locked out of her room and is forced to accept the offer of a photographer who wants to take her picture with the possibility of breaking into films. She also spends the night there. While walking the streets, she is propositioned

for prostitution and agrees. She becomes a professional prostitute under the guidance and protection of Saddy Rebbot. Things go along for a while until she refuses a cash customer, which earns her punishment and sale to another dealer in flesh. An argument breaks out between them which leads to gunplay, and Karina is killed.

**X-RAY:** Not only does this import have titles, it also has explanations of scenes to come. This gives it a bit of the silent screen flavor, but it also interrupts the story in annoying fashion. As regards the story, it isn't much, with perhaps the expose of how prostitutes operate being the most exciting portion of the entry. Perhaps art house audiences will be impressed with it having won a Special Jury Award at the 1962 Venice Film Festival, but we doubt it. The acting, direction, and production are fair.

**AD LINES:** "The Streets Of Paris Have Many Stories To Tell And This Is One Of Them"; "An Expose On How A Girl Learns To Please Men—The Parisian Way."

### Tom Jones

COMEDY  
131M.

Lopert  
(Eastman Color)  
(English-made)

**ESTIMATE:** High rating entry for adult audiences.

**CAST:** Albert Finney, Susannah York, Hugh Griffith, Dame Edith Evans, Joan Greenwood, Diane Cilento, George Devine, David Tomlinson, George A. Cooper, Rosalind Atkinson, Angela Baddeley, Peter Bull, Rachel Kempson, David Warner. Producer and directed by Tony Richardson.

**STORY:** In the middle of the 18th century, squire George Devine returns to his country home to be greeted by his spinster sister, Rachel Kempson, and an infant in his bed. An unwed maid is accused of being the mother and banished from the house, while Devine decides to bring up the child in his home. He names it Tom Jones. Twenty years later, the baby has become Albert Finney, a handsome lad, who has a way with the girls and the women and an honest manner with others. He has been raised as a sort of brother to gangling and mincing David Warner, the son of Kempson, who marries soon after the discovery of Finney. On a neighboring estate reside squire Hugh Griffith and his lovely daughter, Susannah York, whom Finney admires. This doesn't prevent him from rolling

in the grass frequently with Diane Cilento, daughter of an area poacher. Finney and York grow closer when he is injured while saving her from a runaway horse. When he is well, an accident takes the life of Kempson and badly injures Devine. The latter, thinking he is going to die, divides his estate among a number of people, with Finney coming into quite a share which Warner and his tutors resent. When Devine recovers, Warner and the others try to bring Finney into disfavor with York and Devine. The latter finally bows to the pressure and sends Finney away to London. York has been locked up by Griffith and his visiting sister, Dame Edith Evans. Enroute, Finney gets into all sorts of troubles and adventures, while York runs away to try and find him. Their paths cross, and when he tries to find her, allowing himself to be seduced enroute by various women, he runs into a frame-up engineered by Warner and the others. He is sentenced to be hung. He is saved at the last moment when it is discovered that Kempson was his real mother and not the maid. Under these conditions, it is perfectly proper for him and York to be wed. Almost everyone is happy—Warner and associates excepted.

**X-RAY:** Here is a lusty, brawling, noisy, earthy, and funny film that should garner a wealth of attention as well as mounds of money at the boxoffice. Its sexy situations, actions, and conversations make this best suited for adult audiences, who can take its entertaining naughtiness in stride and revel in the on-screen quality entertainment. Word-of-mouth should prove a healthy factor in the payoff of the film, which need not necessarily be limited to the art spots once it gets rolling. The acting, direction, production, and camerawork are superior, with the period of the story allowing much in the way of latitude of dialogue and story. The screenplay is by John Osborne, based on the novel by Henry Fielding. Incidentally, Finney as Tom Jones is admirable, and he receives some wonderful backing-up by York, Griffith, Evans, Cilento, and Devine. The location shooting in rural England and stately homes adds to the enjoyment. Most important, the film will be talked about, even by those who won't approve this bawdy romp.

**TIPS ON BIDDING:** Higher rates where applicable.

**AD LINES:** "One Of The Funniest Films Ever Turned Out For Adult Audiences"; "The Comedy Everyone Is Talking About And Everyone Wants To See."





OCTOBER 9, 1963 **SECTION THREE**  
Vol. 70, No. 14

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia Penna.—19107.

## "Heritage" Pictures' Success Spurs Fall Season Planning

Following a meeting between Emanuel Frisch of Randforce Theatres, New York City, and Fred Schwartz and Si Seadler of MGM's "World Heritage Pictures" program, plans have been announced for Randforce Theatres' participation this fall in the extended promotion and presentation of the eight world-renowned attractions in the World Heritage Series.

"We have made contact with school authorities," said Frisch, "and we plan to launch the World Heritage Series in our theatres next fall in a big way, starting with 'Julius Caesar,' followed by 'Little Women,' 'Pride and Prejudice,' 'Captains Courageous,' 'A Tale of Two Cities,' 'David Copperfield,' 'Kim,' and 'The Good Earth.'"

Fred Schwartz, head of MGM's Perpetual Product Plan, implemented Frisch's statement with the announcement that MGM will issue a new exhibitor aid in the form of a brochure, incorporating the best promotional experiences of theatres in their presentation of the famed series.

"World Heritage Pictures," said Schwartz, "have established themselves so importantly that we are now engaged in discussions with the National Advisory Committee of Educators on the selection of an entirely new group of World Heritage Pictures to be launched in the spring of 1964.

"MGM's fabulous treasury of famed pictures based on noted books is so rich with possibilities, that extreme care will be exercised in selection of the 1964 offerings."

Haven Falconer, in charge of MGM's Film Department in the East, maintains a continuing contact with the major national educational organizations which have been helpful in bringing The World Heritage program to the attention of their members. Last month at the invitation of the Department of Audio-Visual Instruction of the National Education Association, he was an evaluator at their television panel and arranged for special showings of one of the most popular of the World Heritage pictures, "Pride and Prejudice," both at the convention sessions and in the local schools.

In addition, simultaneous showings and telecasts have taken place at the conventions of the National Council of Teachers of English, the Society of Motion Pictures and Television Engineers, and the American Association of School Administrators. The World Heritage Series has aroused great interest on the part of school superintendents, principals, directors of audio-visual education and classroom teachers.

## "Cleo's" New Look Catches The Eye In Bright And Novel Ad Campaign

**Two on the aisle  
for the Nile...?**

Seats Now On Sale For **CLEOPATRA**

RIVOLI, B'way & 49th • Circle 7-1633

**Cleo's phone number is  
Circle 7-1633...**

When a man answers, order  
your tickets for **CLEOPATRA**

Get them  
at the RIVOLI, Broadway & 49th • Circle 7-1633

**A motion picture built  
for two...**

Bring your best girl  
to see **CLEOPATRA**

Seats Now On Sale  
RIVOLI, B'way & 49th • Circle 7-1633

**Best date ever imported  
from Egypt.**

Absolutely delicious. **CLEOPATRA**

Seats Now On Sale  
RIVOLI, B'way & 49th • Circle 7-1633

**Promise her anything...but  
take her to see  
CLEOPATRA**

Seats Now On Sale  
RIVOLI, B'way & 49th • Circle 7-1633

Twentieth Century-Fox, as part of the "new look" for its "Cleopatra" advertising campaign over the coming months, is launching an off-beat, eye-catching newspaper ad schedule in U. S. and Canadian cities now playing the Todd-AO attraction.

The campaign will extend to outdoor and transportation posting in the "Cleopatra" markets.

Whimsical and often satiric, the newspaper ads measure two columns by approximately 24 lines deep, and are bordered to create the effect of a frame of film. A typical ad in the series reads: "Promise her anything... but take her to see Cleopatra."

Some other copy lines are: "Cleo's phone number is Circle 7-1633..." (for New York); "My wife didn't speak to me all evening... Cleopatra left her speechless"; "Think BIG! See Cleopatra"; "Two on the aisle for the Nile...?"; and "Best date ever imported from Egypt. Absolutely delicious. Cleopatra."

Newspapers will carry several ads in the same edition, similar to a teaser campaign.

The ads are being prepared for giant bus cards, and as one-sheet, three-sheet and 24-sheet outdoor posting, and in subways and train depots.

The unusual campaign was developed by Fox in consultation with U. S. and Canadian "Cleopatra" exhibitors, and represents one aspect of the joint distributor-exhibitor effort to maintain the outstanding box office momentum of the picture over the next six months.

## "All The Way Home" Avon Book

A major book promotion for David Susskind's "All the Way Home" has been set by Paramount Pictures with Avon Books, which is publishing two paperback volumes keyed to the release of the drama.

Avon is releasing in one volume the Pulitzer Prize-winning play, "All the Way Home," and Philip Reisman, Jr.'s screenplay. A second volume is devoted to "A Death in the Family," James Agee's Pulitzer Prize novel upon which both the play and movie are based.

Both volumes will carry full credits to the Paramount release. Additionally, the play-screenplay edition will carry a special eight-page section of scene stills from "All the Way Home." Day-glo streamers and other accessories will be available to exhibitors for local-level tie-ins.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.



# Sponsored 'Fun Shows' For Children A Big Hit At Loyola, Los Angeles

Recently Paul D. Flowers, manager, Fox West Coast Theatres' Loyola, Los Angeles, Cal., completed his fourth annual summer of "fun shows." From a very humble beginning five years ago when he had one "School's Out" and one "Back To School" show during the summer, his children's entertainments have grown to two shows every Tuesday throughout the summer vacation period — June through August — through the same sponsor, Marina Federal Savings.

The shows are free with Marina Federal issuing numbered tickets of admission to parents at their three offices and picking up the tab later on the basis of the number of tickets turned in at the boxoffice.

The usual program consists of an action feature, cartoons, comedies, prizes and surprises plus contests of some sort, talent shows, etc. The big problem in planning the summer shows this year was to create a new interest with the tremendous amount of competition from other forms of entertainment, and due to the fact that since it was the fourth year of the shows they could have become "old hat" to the children. Another problem faced was the fact that the shows had been creating an interest among the adults as well, with adult attendance estimated at 25 per cent.

The first problem was overcome by keeping the same slogan as in the past—"Loyola Summer Of Fun Shows"; but by developing a new format for contest and give-aways during "The Smile Of The Week" contest. During the series of shows, one at 10:30 a.m., and one at 1:30 p.m., pictures were taken of boys and girls during the intermission; and from these pictures were selected those showing the children who had the biggest smiles on their faces. They would identify themselves the following week from a blowup in the lobby, and he or she would win a transistor radio promoted from a local merchant.

Between the feature film and the cartoons, weekly contests were held. These were the old, tried and proven pie eating, balloon blowing, cracker eating contests, etc., with prizes awarded to the winners and promoted from local merchants. Every third week a talent show lasting approximately a half hour was held.

Another weekly contest was a pop-corn and drink cup contest. When a boy or girl left

## Theatre Receives Front Page Praise For Childrens' Shows

VASSAR, MICH.—One theatre owner here is creating a public image of pleasant aspect. He was commended as follows in a page one article in The Vassar Times.

"When you send your children to the local theatre, do you ever wonder if the feature they will see is suitable for them? In case you have, you have probably noted that the Vassar Theatre has been offering excellent family entertainment.

"Any theatre in order to continue to bring good entertainment for the entire family to the screen needs the support of the adults as well as the children. The Vassar is no exception.

"Harry L. Smith is to be commended on his choice of films during the past weeks and it is hoped that community support will enable the theatre to continue to provide wholesome entertainment."

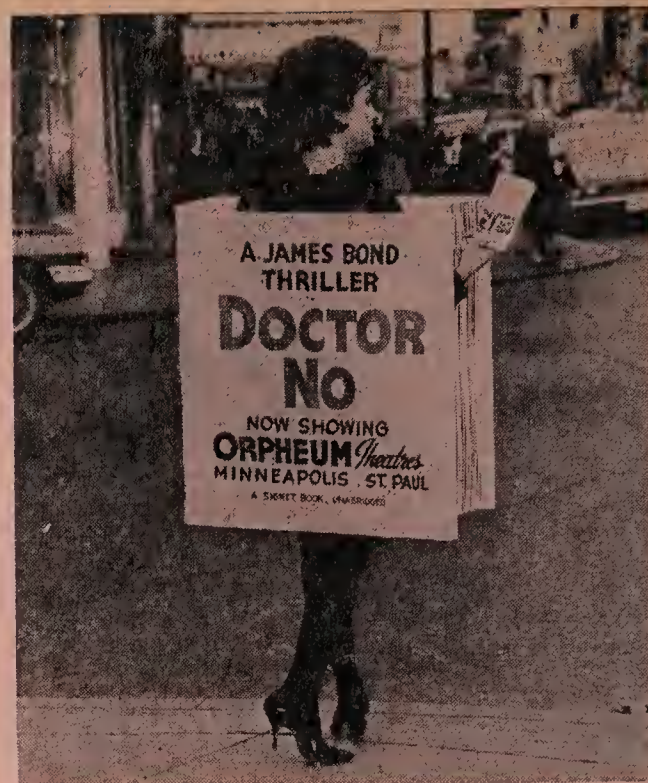
The Vassar in its advertising uses such phrases as 'Parents, Attention.'

To place additional credit where it is due, the house is booked by Clark Theatre Service, Detroit. Its head, William Clark, who handles nearly 40 out-state in-and-out-doorers, has a similar policy with all accounts, particularly on week-ends. He said, "Since we are relegated to the role of baby sitters we try to specialize in this type of entertainment."

the theatre showing their empty pop-corn box or empty cup, they were told that if it had the special number for that week printed upon it (10 lucky winners per show) they would receive a prize. This contest also helped keep the theatre clean and neat.

While the basic purpose was to show selected films for the children, pictures such as those of Danny Kaye and Jerry Lewis were shown to secure an interest from the adult audience as well.

Many of the boys and girls started lining up extremely early. The morning show had lines forming as early as nine o'clock. An answer to this was sidewalk contests, which went over with a bang. A "skip-a-hoop"



This walking-book girl was used as street ballyhoo recently by the Orpheum Theatres, Minneapolis-St. Paul, Minn., to herald the opening of United Artists' "Dr. No."

## Beauty Salon Goes For "8½"

An example of how other industries tie onto a smash motion picture hit was furnished this week by an identification with Joseph E. Levine's presentation of Federico Fellini's "8½" in a hairdo ad running in the New York Times.

A local beauty salon (Jane Fonda Hair Stylists, Inc.) highlighted its display ad with a large "8½," similar to the logo on the Embassy Pictures release, listing eight advantages to its services at a special half-price.

contest on the sidewalk became an immediate success. These were started at 9:30 A.M. and 12:30 P.M.

With the completion of the sponsored summer shows for children a tally showed that the theatre played to over 23,000 children and adults and averaged over \$5,000 for the series of shows. Hundreds of letters of thanks were received from parents and children as a result of the free shows. From a business and a community standpoint, it is felt that the sponsored shows were a complete success. Marina Federal has given the theatre the go-ahead for Thanksgiving, Christmas and New Year's shows. Obviously, it was successful for them, also.



Paul D. Flowers, manager, Fox West Coast's Loyola, Los Angeles, Cal., recently concluded his fourth annual summer of "Fun Shows" for children sponsored by a federal savings bank. Shown above, left to right, the line at the boxoffice with the doors not scheduled to open for a half hour; Flowers examining the mountain of tickets taken in during the series of free shows; and the skip-a-hoop sidewalk entertainment contest originated to keep the boys and girls interested until show times.



# James Bond Thriller To Be Launched With Film-Book Tie-Up With Pan

One of the most extensive and unusual tie-ups ever set by a motion picture company and a book publisher will launch the special Pan Books film edition of United Artists' release of "From Russia, With Love," Eon Productions' presentation of Ian Flemings' best-selling James Bond thriller.

The soft-cover edition of the widely-admired spy story is being published in Great Britain with an initial print order of 675,000 copies and marks a revolutionary departure in paperback publishing policy, both in front cover design and all-out promotional tie-ins.

The film edition of "From Russia, With Love," stressing that Sean Connery again stars in the new movie as Secret Service Agent Bond, will be merchandised through a variety of new media, including candy-counter racks in many Rank theatres that will play the UA release in its initial United Kingdom run.

In addition to extensive book-sellers' window displays and counter streamers, 15,000 copies of the new Pan Books paperback will be spotlighted with cross-plug counter cards in British drug stores and beauty salons by Ponds Cosmetics, which is simultaneously introducing their new 007 lipstick throughout England.

"From Russia, With Love," recently named by President Kennedy as one of his all-time favorite books, has already sold more than 1,500,000 copies in previous Pan paperback editions and the publishers are hoping that this figure will be exceeded during the United Kingdom play-off of the film. Producers Harry Saltzman and Albert R. Broccoli, correspondingly, feel that each paperback sold will attract at least one reader to see the film version.

The unique cover design, which presents both front and back covers as perforated film strips, show a virile color portrait of star Sean Connery and three provocative scenes from the film.

Prompted by the phenomenal sales of all Fleming paperbacks during the release last fall of the first Bond film, "Dr. No," Pan has also increased their basic print orders of the other eight James Bond titles so booksellers' stocks can be rapidly replenished during the British play-off of "From Russia, With Love."

In addition to Sean Connery as Agent 007, the new Bond film co-stars Pedro Armendariz, Lotte Lenya, Robert Shaw and Bernard Lee and introduces the new James Bond girl, Daniela Bianchi. Directed by Terence Young, the Technicolor thriller will be released by United Artists throughout the world.

## "Love's" Novel Pieces A Hit

Novel promotional pieces originally prepared by Paramount for advance trade publicity on Melville Shavelson's "A New Kind of Love" have scored such a hit with exhibitors that they are being reprinted locally by theatres for distribution to general patrons.

Most popular of the promotional gimmicks are a "flip" book, featuring action scenes from the elaborate Technicolor comedy, and a special dial card which tells men and women of different age groups whether they are ready for "A New Kind of Love." Exhibitors are also re-printing the teaser ads from the press book on colorful cards for special mailings.



Lorie Summers, featured in American-International's "X, The Man With The X-Ray Eyes," made personal appearances recently at Wometco Theatres in Miami, Fla., at the world premiere of the film. Here she fastens a blindfold on Del Breese, ESP mentalist, who rode a scooter around Greater Miami to publicize the engagement.

## MPAA Plugs "V.I.P.'s"

The Motion Picture Association of America has prepared a Special Applause Bulletin on Metro-Goldwyn-Mayer's, "The V.I.P.s" for distribution throughout the nation. The capsule summary and commentary, containing ten scenes from the picture has been mailed to special interest groups that includes Ministers, Social Workers, Club Leaders, Librarians, Theatre Owners and Communications Media outlets. In excess of 30,000 copies of the bulletins have been mailed.

Margaret Twyman, Director of Community Relations for the MPAA, comments in the Special Applause Bulletin. "Very soon a glittering motion picture will be showing in your community . . . and I use the word 'glittering' advisedly! The film is 'The V.I.P.s,' and everything in it sparkles . . . the cast, the setting, the plot, the music, the fashions . . . EVERYTHING . . . it really entertains."



Constance Towers, right, star of Allied Artists' "Shock Corridor," posed recently with RKO Palace, New York City, manager Mrs. Sunday in front of giant display of Peter Breck's head. Center of forehead showed slides from film, changed automatically.

## Co-Op One Sheets On "Love"

As part of its important merchandising tie-up on Paramount's "A New Kind of Love," Channel Master is distributing over 100,000 colorful one-sheet display posters featuring "Love" star Joanne Woodward's endorsement of the company's new portable radio-phonograph.

Carrying full credits to the Melville Shavelson production, the posters will be used in window displays, theatre lobbies and other promotional areas. Channel Master dealers and distributors are working closely with Paramount representatives and exhibitors to take full advantage of the tie-up.

## Color Stills Available On "Fun"

As a special service to exhibitors planning their Thanksgiving holiday promotions, National Screen Service branches throughout the country are now making available sets of full-color stills from Hal Wallis' "Fun in Acapulco," starring Elvis Presley.

These special sets of scene stills have been released two months in advance for use in lobby displays, show windows and tie-ins with travel agents, music stores and other retail outlets.

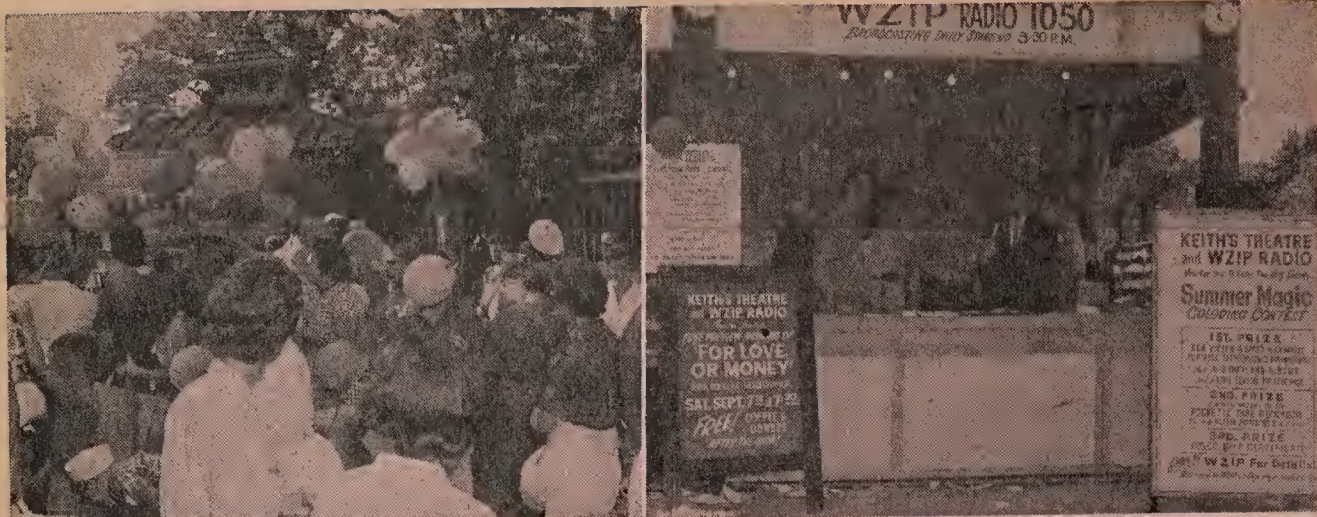
**For Theatre-  
Tested and Approved**

**THEATRE  
FORMS  
AND  
SYSTEMS**

**write to  
Exhibitor  
Book Shop!**

**Actual sample sheets  
of all "Plus Services"  
will be sent on written  
request**





Balloons were everywhere and a coloring contest with Radio Station WZIP were most effective recent promotions of Odis R. Owens, manager, Keith's, Cincinnati, Ohio, for Walt Disney-Buena Vista's "Summer Magic." WZIP had a booth at the local zoo during an annual food show.

## THE EXHIBITOR'S EXPLOITATION EFFORTS

ODIS R. OWENS, manager, Keith's, Cincinnati, Ohio, stressed the gay in his promotions for Walt Disney's-Buena Vista's "Summer Magic." He used the light touch in all stunts, appealing to children and grown-ups alike in the coloring contest developed in cooperation with Radio Station WZIP. Approximately 25,000 coloring contest blanks were distributed by the theatre and WZIP, which had a booth during an annual food show at the Cincinnati zoo. The contest was easy and the prizes exciting. First prize was an RCA Victor portable stereophonic phonograph plus 10 Disneyland albums and a 1963 Keith season pass; second prize was a Craig model TR-401 pocket tape recorder given by Alpha Foto; and the third prize was a \$25 gift certificate. Ten days before opening, Station WKRC interested its listeners by giving away Burl Ives albums and free theatre passes. WKRC-TV on its popular kiddie "Skip Ryle" show ran film clips and gave away "Summer Magic" albums and theatre passes. Colorful balloons imprinted with the "Summer Magic" message were everywhere—at the zoo, theatre, restaurants and at Murray Beauty Salon. The beauty parlor also carried Harley Mills' photo in all of its ads during the run of the picture; and gave free pre-school hair permanents to a number of young ladies at its downtown shop. Out at the River Downs race track zest was added by having a "Summer Magic" race and a Keith's Theatre race. Newspapers, restaurants, radio and TV stations, all cooperated in making the promotions add up to big box-office at the theatre.

THOMAS L. LEIGHTON, manager, Central Avenue Drive-In, Seat Pleasant, Md., reporting on Easter Egg Hunts, says that these were started three years ago in an effort to gain back some of his lost patrons, who were going to the regular Easter Egg Hunts throughout the area. The first night turned out to be one of the biggest affairs that the Drive-In has enjoyed. Starting that first year with only a dozen eggs and a few prizes, it now has grown to 10 dozen eggs and hundreds of prizes. Each year, we have added something new and in adding have tried to be original and above the other competition for the annual Easter Egg Hunt. This year we added a hillbilly clown. This clown was portrayed by our assistant manager, Ralph Unroe. To have a clown and yet still be original we de-

cided that ours would be truly different. We checked the area and found that there were no hillbilly clowns around. To make the costume, we used a ladies hat found in some discarded clothing at home. We attached a price tag marked \$1.00, \$2.80 or good offer. Then we used a red flannel shirt and a piece of green ribbon, a pair of Bermuda shorts, which were sewed to the shirt tail making them hang right at the knees. We used a piece of string attached to an alarm clock for a pocket watch. Then needing some sort of funny shoes, we put a pair of size 13 combat boots on the wrong feet. White shoe polish and lipstick were used for make-up. We had the clown arrive at 6:30 p.m. to help smaller children, ages three to five, hunt their eggs first. Next the children aged six to nine hunted and ages 10 to 12 hunted last. Each age group hunted for 30 minutes. Each child received balloons, water pistols and free popcorn. Also, there were golden eggs in each set that were worth silver dollars to the lucky children. There were 2,000 heralds passed out in front of schools, in grocery stores, etc., in the area. There was so much activity that our local police sergeant stopped by and was greeted by our hillbilly clown with free popcorn and a water pistol. The total cost of this promotion was \$32, including the silver dollars given for the golden eggs. This affair was such a success that even now we are looking forward to next Easter Monday.

E. J. CLUMB, general manager, Greater Indianapolis Amusement Co., Inc., Indianapolis, Ind., sends along a report on table tents and a welcome letter which should



This hillbilly clown helped Thomas L. Leighton, manager, Central Avenue Drive-In, Seat Pleasant, Md., hold a most successful Easter Egg Hunt at the open-airer. In real life he is Ralph Unroe, assistant manager.



Richard Wilson, right, rear, assists a few youngsters boarding Cy Murray's Miniature Train, a recent attraction at the Wilson managed Lockwood & Gordon's East Windsor, Conn., drive-in, suburban Hartford.

prove adaptable for any type of theatre or drive-in. First, he deals with the table tents, saying, "Since we operate four theatres and one convention facility, there was a need for an unusual type of table tent where proper advertising could be given to each of our enterprises. I designed a five sided, multi-colored table tent. When placed on the table with the tops folded down they give the appearance of a colorful circus tent. They make an unusual and attractive center piece for a table in a restaurant. These are printed in the local market with the proper changes made when the attractions change. Once, the exhibitor designs the first tent and gets the master plates made, it only becomes a simple job to make up the mats and plates to fit each situation. These tents are placed in the leading Indianapolis hotels to remind their dining guests of the entertainment in downtown Indianapolis. We do not claim to be the first to use table tents; but we do think the five-sided, multi-colored type tent is unique. We also made up a welcome letter for newcomers to the city. These are mailed to each person who moves into the area. These newcomer letters also are not a new thing; but are something that should be used by all exhibitors to acquaint new residents with their fine area theatres. A copy of our letter follows: 'We would like to welcome you to Indianapolis, the Crossroads of America. This is a city that has much to offer for family enjoyment, including the finest in motion picture theatres with the best in Cinerama entertainment. Two excellent examples of this fine entertainment can be found at our Circle and Keith's Theatres. To help you become acquainted with these theatres and their large screen presentations, often in full color, just present this letter at the Circle or Keith's box-office and you will receive two admission tickets for the current attractions. The Circle is located on the famed Soldiers and Sailors Monument Circle. Keith's is located at 117 N. Pennsylvania Street. Both operate daily from noon to midnight. We would also like to call your attention to our Indiana and Lyric Theatres, both of which are reserved seat theatres—as close to you as your telephone. The Lyric at 121 N. Illinois Street, presents all the major road-show attractions. The Indiana presents the finest Cinerama productions. It is the only theatre equipped for the wall-to-wall screen process in the State of Indiana. The Indiana is located at 134 W. Washington Street. Note: If you have small children and there is a baby sitting problem, please do not hesitate to call us at ME 4-2518, and we will make arrangements to extend the courtesy to the little ones.'



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combination. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## PHOTO BLOWUPS

PHOTO BLOWUPS IN BEAUTIFUL COLORS from your photos. Send for price list. Fast service anywhere. Show business art since 1899. STITES PORTRAIT CO., Shelbyville, Indiana.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas.

## THEATRE FOR SALE

268 CAR DRIVE-IN theatre for sale in northern Michigan resort town. Contact JEAN BROWN, Box 411, Baldwin, Michigan.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

## USED EQUIPMENT

800 USED HEYWOOD-WAKEFIELD SEATS. Good condition. Sacrifice price. Apply ABE GARBOSE, Gardner, Massachusetts 632-1115.

FOR SALE: Complete booth equipment consisting of RCA 9030 soundheads and dual amplifiers. Simplex E7 projectors, 3,000 foot magazines, Altec A-5 speaker systems, wide angle and Cscope lenses. Best offer over \$1,500.00 takes all. Write BOX 260, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

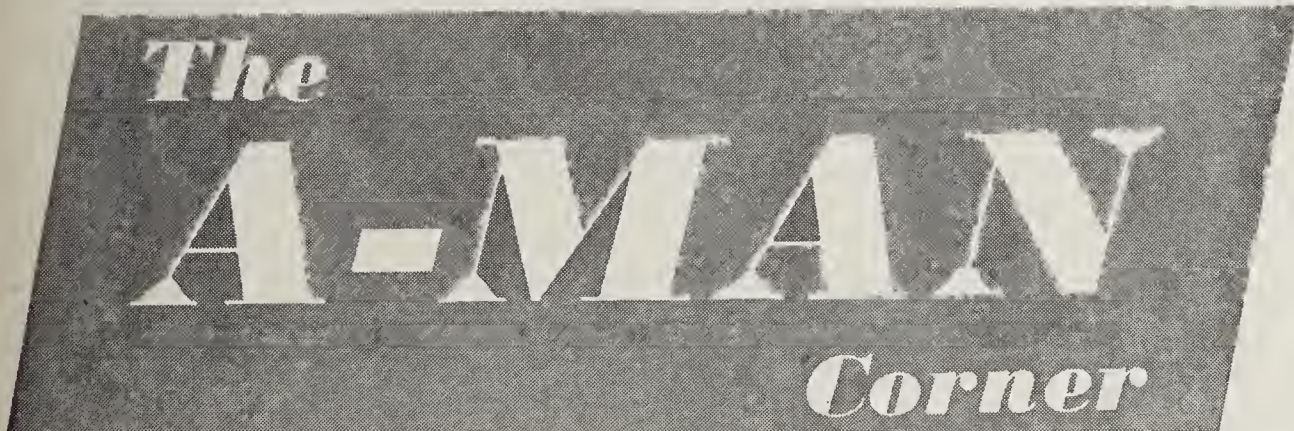
## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

## THE BEST IN THEATRE FORMS AND SYSTEMS

- Service Kit— \$1.30 per set
- Program & Running Time Pads— 30¢ per pad
- Boxoffice Statement Pads—30¢ per pad
- "At-A-Glance Book-keeping Book— \$1.75
- Weekly Payroll Forms— \$1.30 for 26
- Employee Earning Records—55¢ for 13

EXHIBITOR BOOK SHOP, 317 N. BROAD ST., PHILA., PA. 19107



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

PROJECTIONIST, 32 years experience, maintenance in booth, fulltime, job now, will go anywhere. JOHN H. McKEEHAN, P. O. BOX 679, Munday, Texas. (102)

WANTED: Top indoor and drive-in managers Michigan, Ohio, Pennsylvania areas. Write W. T. ALEXANDER, 19440 Harper, Detroit, Mich. 48236, Division General Drive-In Corp.

EXPERIENCED MANAGER looking for year round place. Good references and plenty of experience in both indoor and outdoor. Prefer Conn. or Western Mass. BOX A925, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGERS WANTED. Conventional theatres New York State. Young, aggressive assistants who have served their apprenticeship considered. Send resume, references and recent snapshot. Replies held in confidence. BOX A109, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MATURE HIGHLY RECOMMENDED top manager available hard top class, art, hard ticket operations. Excels in executive ability, exploitation, public relations. Widely recognized as man of know-how. Interested in Los Angeles area assignment. BOX B109, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## WHEN YOUR MAILING ADDRESS CHANGES

You won't miss your weekly copy of MOTION PICTURE EXHIBITOR if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us know the new mailing address three weeks in advance of the change.* You enable us to continue serving you, and you enable us to save the Post Office charges for each returned copy due to address changes, including changes from street to box. When you notify us, please use the address change card available at the Post Office, or send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

*Please notify:*

CIRCULATION DEPARTMENT  
MOTION PICTURE EXHIBITOR  
317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

*Yes, start sending*

**MOTION PICTURE  
EXHIBITOR**

*plus*

**Showmen's Trade Review**

TO:

Name

Title

Address



☐ Enclosed

☐ Or bill me

☐ \$2.00 for one year

☐ \$3.50 for two years

☐ \$5.00 for three years

(Outside Western Hemisphere)

☐ \$5.00 one year

☐ \$8.00 two years

☐ \$11.00 three years

CLIP and MAIL TODAY TO  
317 N. Broad St., Phila., Pa. 19107

Address all  
Correspondence to —

**The A-MAN Corner**

{ Motion Picture Exhibitor  
{ 317 N. Broad St., Phila., Pa. 19107



**\* Ready Now!**

# 3 Dazzling **HOLIDAY DISPLAYS** INCOMPARABLY SPARKLING AND EYE-CATCHING

HD-63-2  
**\$225**  
EACH



HD-63-3  
**\$225**  
EACH



HD-63-4  
**\$250**  
EACH



**Magnificent Array Of Glittering Colors And Unsurpassable Beauty!**

BUY  
**3**  
A SET OF  
FOR ONLY  
**\$6**  
AND SAVE \$1.00

\*FOR FASTEST SERVICE ORDER FROM YOUR NEAREST NSS EXCHANGE. SEE THEM THERE!

ALL DISPLAYS SILK-SCREENED ON HEAVY ROLL-BOARD STOCK

**National Screen Service**



**MOTION PICTURE**

# **EXHIBITOR**

**OCTOBER 16, 1963**

Volume 70

Number 15

IN TWO SECTIONS • THIS IS SECTION ONE



## **N. Y. Classification Hearings Continue**

(See page 5)

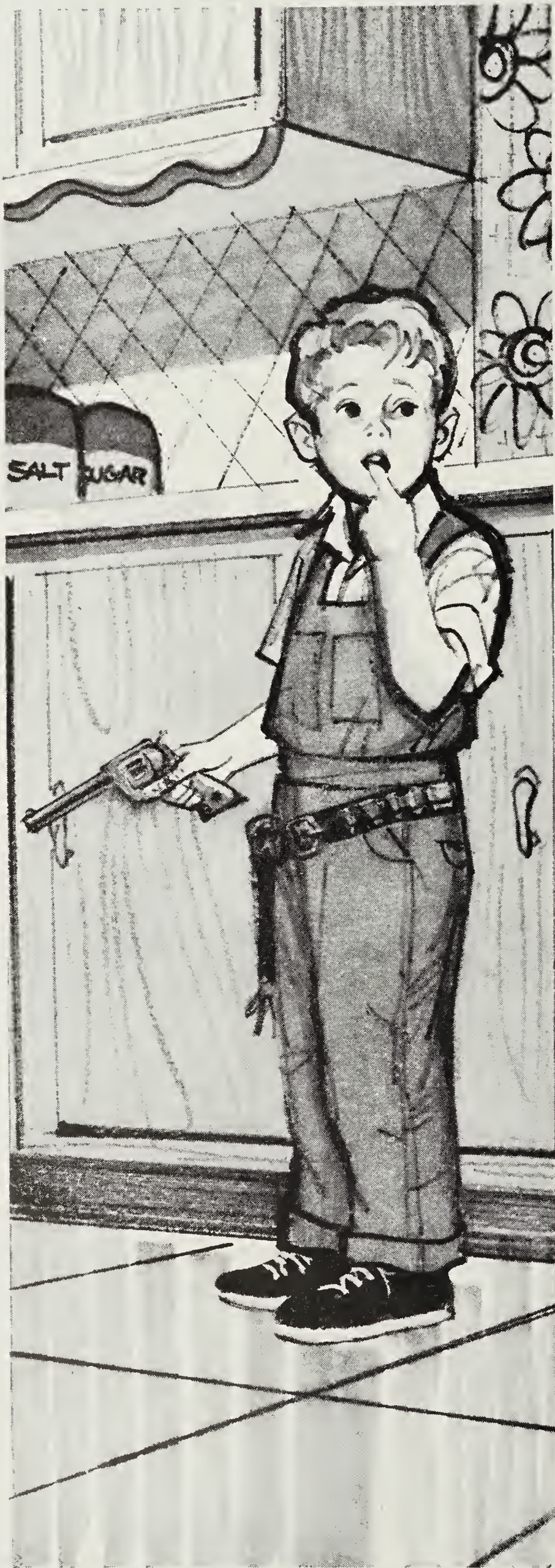
## **Physical Theatre— Extra Profits Dept.**

(Pre-Convention)

Irving Dollinger is convention chairman for the 34th annual gathering of Allied States Association of Motion Picture Exhibitors, to be held at the Americana Hotel, New York, Oct. 21-24.

**UNITY—NECESSITY NOT LUXURY! . . . see editorial—page 3**





*Product of Confidence*

## *Authority*

To a child, the stern reprimand of a parent commands respect.

It is his first response to authority.

As he matures, the child recognizes other sources of authority — that create, control, and discipline.

The advertising and publishing industry had its infancy and its problems. One of these problems was to find an authority that might establish whether or not readers felt a publication served their interests. Such interest, demonstrated by the purchase of copies of a publication, is an indication of the value of that publication in circulating and exposing an advertiser's sales message to customers. Publishing economics are such that few could exist without advertising revenue.

Authority for circulation facts and figures — your indicated interest in a publication — is the Audit Bureau of Circulations. Established as a nonprofit, co-operative association of advertisers, advertising agencies, and publishers of magazines, farm publications, newspapers, and business publications, ABC created standards against which circulations could be measured; maintains those standards in the light of changing industry conditions; controls circulation claims through independent audits of publishers' records; and disciplines those member publishers who violate its rules.

This publication, as a member of the ABC, recognizes its authority to tell us and our advertisers what you think of our editorial service.

**MOTION PICTURE EXHIBITOR**



**ABC Paid Circulation  
Power of Reader Confidence**



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 32nd Street and Elm Avenue, Baltimore, Md. 21211. New York field office 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90030. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecni, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215. WAlnut 2-1860.



Volume 70 • No. 15

OCTOBER 16, 1963

## UNITY—NECESSITY NOT LUXURY!

ON OCT. 21 at the Americana Hotel in New York, Allied States Association of Motion Picture Exhibitors will launch its annual convention. Exactly seven days later, in the same beautiful hotel, Theatre Owners of America will call its convention to order. This is just about as close as the two groups can get to one another without merging, and more than one theatremen will be thinking in just those terms.

Never before have the two great exhibitor organizations been so close, both philosophically and in the goals that each pursues. There might have been a time when the aims and the problems of Allied and TOA were different, but that time is past. Independent exhibitors and circuit executives sprinkle the membership lists of both organizations. Theatre owners with interests in different areas find that the question of whether to join Allied or TOA is decided on geographical terms—which organization has the best local representation. In one city, the answer is Allied; in another, it is TOA.

More and more, areas in which both groups are represented are served by cooperative rather than individual action. Indeed, in New England, the Allied and TOA organizations recently conducted their first joint convention, an occasion dur-

ing which TOA president John Stembler foresaw the day when exhibition would be served by a single organization.

Speaking with many voices means that no voice will be heard, and this is the trouble with exhibition today. Petty jealousies and cut-throat competition engender suspicion; this, in turn, causes a chaotic situation harmful to every theatremen. Chaos should and must be eliminated.

Exhibitors are all equal in the struggle for economic survival. They face common enemies and common problems, and must organize a common defense to meet those problems. It is unification or else, and time is wasting. Eliminate personal prejudices and petty considerations, and there is no problem so great that it can not be solved.

Distribution has the MPAA, and the many companies speak with a single effective voice when the occasion demands. The unions under the organizational leadership of IATSE have proved that they can serve their members well. Only exhibition speaks in many tongues and dissipates its energies in pointless squabbles among men who should be brothers.

Unity is not a luxury—it is a necessity. Allied and TOA are just a week apart in the same hotel, but even that is too far.

## NAMES IN THE NEWS

SEVERAL NAMES are in the news as theatremen plan to descend on New York in the two week convention extravaganza. For instance, National Allied has seen fit to honor as the motion picture industry "Man of the Year" a gentleman who is not even a member of the Allied organization.

We refer to top showman Harry Brandt, and no honor was ever more richly deserved. Brandt has been in the thick of every important industry battle. He has been instrumental in solving problems too numerous to list here and affecting every facet of the motion picture industry.

Allied is honoring a born leader, whose know-how and ability have earned him the respect of all. "Man of the Year" is a phrase that has been overworked in recent years, but if anyone ever qualified, Harry Brandt does. Congratulations!

Another name in the thick of the news about the convention scene is Joe Levine. This energetic executive has put the "Show" back in "Show Business" and he will be strutting his stuff for theatremen as a highlight of the TOA convention.

Joe creates excitement wherever he goes, and a report cir-

culating about highly reliable sources indicates that he is currently creating a little excitement in the financial world. The report is that Joe has become one of the largest stockholders in Paramount Pictures through the purchase of a sizable block of stock. This, coupled with the many production deals set up between Paramount and Levine, constitutes quite a vote of confidence for the film company.

Another familiar name in the news this week is Federal Judge Gunnar H. Nordbye. Readers will recall Judge Nordbye's historic decision in the Minnesota anti-trust case, which was reprinted in full by MOTION PICTURE EXHIBITOR. Judge Nordbye affirmed distribution's right to choose its customers and pointed out the fallacy of a policy which gave competitive bidding to *any* theatre, regardless of situation.

To tie this in with our accent on the two exhibitor conventions, we note that Attorney General Robert F. Kennedy will address TOA. Perhaps Mr. Kennedy will have something to say on the question of competitive bidding.

Anyway, there are some names in the news.

## MINUTES MAKE A DIFFERENCE

IN TOO MANY CASES, distributors are furnishing the wrong running times on features to their exhibitor customers. These are innocent mistakes, the result of carelessness not malice, but they are quite troublesome nevertheless.

Trade papers carry running times on features as a service to distributor and exhibitor alike. These times are provided by the distributor, and a mistake of 10 minutes, which is not uncommon, can create booking chaos by the end of a typical theatre day. If a theatre gives five shows, the exhibitor finds himself 50 minutes short at the end of the day, with no way to make up the

time. His ads are wrong, and the public is misinformed.

There is no way to know the correct time until the feature comes in. The exhibitor must trust his trade paper, and the trade paper must trust the distributor. This also is true for shorts, many longer or shorter than reported.

Many exhibitors get two trade papers, and both give the same running time. What can the theatremen do except get angry and annoyed at this carelessness. Come on fellows, get on the ball.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

A son, **Stuart Warren**, was born to **Hy Levine**, United Artists assistant advertising controller, and his wife, **Ethel**, at Booth Memorial Hospital, Flushing, N.Y.

### Diamond Rings

**Mr. and Mrs. Joe Vegoda**, joint managing director, Regal Films International, Ltd., London, announce the engagement of their daughter, **Ruth**, to **Dr. Leonard Collier**.

### Ga. Court Kayos Censors

ATLANTA—The Georgia Supreme Court knocked down Atlanta's film rating ordinance. The decision means there can be no prior rating or censorship of movies. A decision written by Judge T. S. Candler held it is unconstitutional to require movie exhibitors to submit their films for either rating or censorship prior to the time they are presented in the theatres. The decision said this is a violation of the guarantee of freedom of speech.

The brief decision was quite like another one issued last year and the decision by Fulton Superior Court Judge Durwood Pye saying it was invalid for the city to have such a board. In hearing a month ago, Chief Judge W. H. Duckworth said the city should "punish the fire" out of movie houses that show obscene films, but that it should wait until the movies are shown before taking action.

Judge Pye's earlier decision had not been enforced immediately while he left the constitutional question for consideration of the Supreme Court.

Attorneys for the city had argued that the city had rights to protect the health and good order of the city. They said motion pictures of low moral standards come within this jurisdiction. Attorneys for the movie industry insisted, "You can't burn a house to get rid of the rats."

### Col. Moves Frankovich

NEW YORK—Columbia Pictures has named **M. J. Frankovich** as supervisor of its worldwide production activities, it was announced.

Frankovich, a first vice-president of the company, formerly headed British and continental production.

He will shift his headquarters from London to Hollywood as a result of the new appointment, it was disclosed. He has been with Columbia since 1955, when he acted as managing director of British productions. He was named first vice-president in 1962.

### AA Deeper In Red

NEW YORK—S. Broidy, president, announced that the consolidated operations of Allied Artists Pictures Corporation and its subsidiary corporations for the fiscal year ended June 29 resulted in a net loss of \$2,747,000, equivalent, after payment of preferred dividends, to \$2.97 per share on the 931,608 common shares outstanding at the year end. This compared with a net loss in 1962 of \$1,580,000 or \$1.73 per common share after preferred dividends.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., OCT. 14

## Uneasy N. C. Truce Ends; Negroes On March Again

GOLDSBORO, N.C. — The uneasy truces stabilizing the tense racial situations in Goldsboro, Elizabeth City, and Thomasville were broken as picketing of places of business, including motion picture houses, was resumed by Negro demonstrators.

Surprise marches by the Negroes, mostly teenagers, were carried out with no notice to civic officials. Some 150 teenagers staged a march in Goldsboro, where police reported no incidents of violence or arrests. Efforts have been underway since the truce was called in this city to negotiate Negro demands for integration, most of them aimed at motion picture theatres.

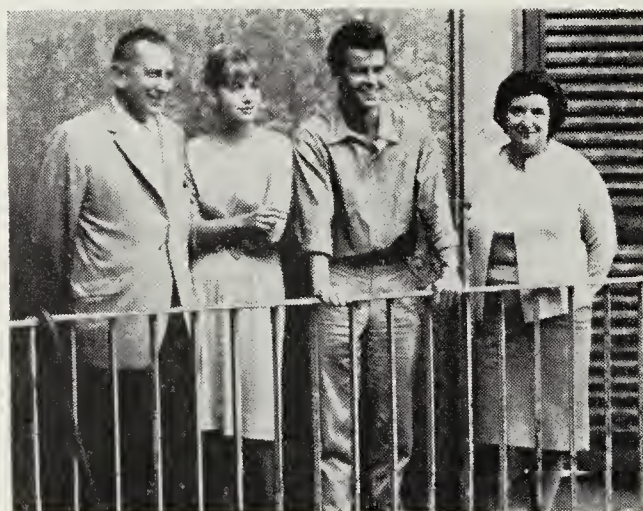
A similar march in Elizabeth City by some 200 demonstrators resulted in arrests for approximately 75 Negroes on charges of trespassing. The surprise march, staged during the late afternoon and early evening hours, was the first demonstration since Sept. 18, when the "indefinite" truce was declared.

At Thomasville, demonstrators staged a silent march through the downtown section after a CORE spokesman appeared at a local church.

Forty-four charges against Negro demonstrators in Thomasville were dismissed in Davidson County Superior Court at Lexington, Sept. 25, by Judge William Brock on grounds that the warrants were improperly drawn.

The Negroes had been charged under a fire ordinance with blocking the entrances and exits to a public building. He said that the warrants would have to be returned for amendment, warning the Negroes that the Thomasville court could draw proper warrants and bring the defendants to trial again.

At High Point, the Negroes were successful in getting a permanent bi-racial committee formed to seek a solution to their demands that remaining downtown places of business integrate their facilities.



**Leonard Lightstone**, executive vice-president, Embassy Pictures, recently visited the set of "The Empty Canvas" in Rome. Pictured with Lightstone, left, are stars **Catherine Spaak** and **Horst Buchholz**, and **Mrs. Lightstone**.



## BROADWAY GROSSES

### Slow, Slow, Slow

NEW YORK—Business was reported slow in the Broadway first runs with the exception of a few top films. All had hold-over product with the exception of the RKO Palace and the Victoria.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the breakdown was as follows:

"The Haunting" (MGM). Paramount claimed the fourth week would reach \$18,000.

"The V.I.P.s" (MGM). Radio City Music Hall, with stage show, reported \$102,249 for Thursday through Sunday, with the fourth week sure of \$150,000.

"The Great Escape" (UA). DeMille did \$15,000 on the ninth week.

"How The West Was Won" (MGM-Cinerama). Loew's Cinerama announced \$24,000 for the 28th week.

"The Running Man" (Columbia). Loew's State did \$12,000 on the second week.

"Johnny Cool" (UA). Astor had \$13,000 for the second session.

"Cry Of Battle" (AA). Victoria opened to a \$15,000 first week.

"Lawrence Of Arabia" (Columbia). Criterion reported \$24,000 for the 43rd week.

"Cleopatra" (20th-Fox). Rivoli stated it did \$48,000 on the 15th week.

"Sword Of Lancelot"—"Kiss Of The Vampire" (U.). Palace opened this dual bill to an \$11,000 week.

### Discrimination Charged

PHILADELPHIA—Paul Kleiman, who has taken over the Leader from Stanley Warner, found himself embroiled in an argument with three Local 307 projectionists, Hyman Rothman, Paul Hurvitz, and Dominick Bertino, who accused him of discriminating against them because they are white.

The Commission on Human Relations held a conference on the case.

Kleiman sought to replace the projectionists, employed at the theatre for from eight to eighteen years, with members of the all Negro Local 307-A, whose wage scale is reportedly lower.

The Commission presumably will have to decide whether the discrimination, if any, is economic or racial.

### ADDRESS CHANGE

You won't want to miss your MOTION PICTURE EXHIBITOR when your address changes, so please let us know, well in advance, what your new address will be. Don't just tell the Post Office because you will be charged for the forwarding of copies. When you write us, include your old address (best is a clipping of the address label from a recent wrapper). You won't miss a single copy if you notify us at least three weeks in advance of moving date. Write to: MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Pa. 19107.



# N.Y. Classification—Pro And Con

## Mrs. Twyman Testifies Against Compulsory Action; Home Must Take Lead In Behavior Of Children

ALBANY, N.Y.—A lengthy public hearing was held in the Assembly Parlor of the State Capitol before the Joint Legislative Committee on Offensive and Obscene Material.

Sponsor in the past of a bill providing for "advisory" film classification, the committee is now studying the Board of Regent's recommendations that present licensing law be retained, and authority be added to rate pictures as to their "suitability" for school children.

Regents, who since 1927 have had the final responsibility for determining whether appeals from denials of licenses by State Education Department Motion Pictures Division should be upheld, suggested that in drafting the rating procedure, "unaccompanied" school children by "excluded" from the exhibition of films classified "unsuitable" for them. Where parents or guardians were with them, the youngsters could see any licensed release.

Staunchly opposing the Board's plan, especially for compulsory classification, was Mrs. Margaret G. Twyman, director of the Community Relations Department of the Motion Picture Association of America, Inc., who said:

"Highly regarded authorities do not correlate juvenile misbehavior and the communications media; it is most difficult to establish reasonable criteria on which to base any statutory classification; the chronological age of young people does not establish a satisfactory base for classifying films; most young people are not interested in attending films which some adults think are 'suitable for young people'; and likewise, they will be attracted to films specifically labelled 'adult'; innumerable voluntary classification sources are now available for parents who wish to check on the suitability of films for their children.

Mrs. Twyman cited a recent article by Karl F. Bernhardt, editor, The Bulletin of the Institute of Child Study, University of Toronto, who stated: "Many parents are concerned about 'bad companions' and the influence of the peer group on their children. The child's contacts with other children provide him with opportunities to try out what he has absorbed in the home. The basic trends in his behavior resulting from the treatment he has received in the home may be strengthened or reinforced by his outside experiences, but not changed radically.

"The same may be said of other influences such as movies, tv, comic books, and the like. These will be interpreted in the light of values, attitudes, and motives the child has developed in his relations with parents. The community agencies for character education such as the church, scouts, and camps are no guarantee of good character. If the home has been adequate, then these agencies will support and reinforce, but if the home has been deficient then it is unlikely that they will help very much.

"Character is not a separate dimension of human nature, rather it is the quality of the total makeup of the individual.

"The general conclusion seems inescapable that a child's character is the direct product,

## Atty. Gen. Kennedy Accepts TOA Convention Invitation

NEW YORK—United States Attorney General Robert F. Kennedy has accepted an invitation from Joseph E. Levine, president of Embassy Pictures, to deliver the keynote address at the Theatre Owners of America convention in New York. The Attorney General will speak at the opening night dinner of the convention, hosted by Embassy Pictures on Oct. 28 at the Americana Hotel.

The Embassy dinner, titled "A World of Showmanship for the Showmen of the World," will launch the schedule of events for the 16th annual TOA convention, being held Oct. 28-31 in conjunction with the motion picture concessions industry trade show.

EDITOR'S NOTE: We wonder whether any exhibitor will have the fortitude to question the Attorney General on the competitive bidding situation.

## Chinich To Magna Pictures

NEW YORK—Jesse Chinich has been appointed general sales manager of Magna Pictures Corporation, it was announced by George P. Skouras, president of that company.

Chinich is a veteran in the motion picture business, having served some six and a half years as a film buyer for United Paramount Theatres and its various subsidiaries, after which he worked for two and a half years for the Rugoff and Becker chain, as film buyer and district manager. More recently, Chinich was western sales manager for Buena Vista Films, a position he held for eight years.

Chinich succeeds Clayton G. Pantages, who resigned the Magna post.

almost a direct reproduction, of the way his parents treat him."

Mrs. Twyman further said, "Some of you will recall that in one of my earlier testimonies to this Committee I recommended that the efforts of the educators in New York State be dedicated, at least in part, to a program of parent education. I would like to reiterate this, underscoring it with one more quote from this same article, 'This means that the endless chain of poor homes producing people who in turn produce poor homes can only be broken by an adequate program of parent education.'

"Wouldn't it be more constructive to dedicate the efforts of our Department of Education to this rather than to such a program as the one you suggest?"

Mrs. Julian Collyer, New Rochelle, president, Motion Pictures Council in Westchester County and user of "The Green Sheet," also opposed the Board's plan.

The views of Mrs. Twyman and of the quoted authorities were challenged by members of the Joint Committee, notably chairman Luigi R. Marano, Senator Thomas Laverne, Senator Guy J. Mangano, Assemblyman Harold W. Cohn, and counsel's staff, Austen D. Canade and John A. Manning.

They contended Mrs. Twyman's arguments

(Continued on page 10)

## Six Roadshows Planned In '64 Fox Product Slate

NEW YORK—Richard D. Zanuck, vice-president in charge of production for 20th Century-Fox, announced the unprecedented production in 1964 of six roadshow attractions at a cost of \$42,000,000, the greatest film negative allocation of its type in motion picture history.

The announcement followed conferences with Darryl F. Zanuck, president of 20th-Fox, and Elmo Williams, managing director of 20th-Fox Productions, Ltd. The six roadshow attractions are:

1. "The Day Custer Fell," based on the book by David Humphries Miller, "Custer's Fall." Using the format of "The Longest Day," this will be an hour-by-hour account of Custer's last stand. It will be photographed on the original locale, Little Big Horn, in Wyoming, in 70mm and DeLuxe Color. In addition to 10 leading roles, there will be 21 cameo roles, each involving a star personality. Elliot Arnold is writing the screenplay which David Weisbart will produce. Production is scheduled for early summer.

2. "Those Magnificent Men in their Flying Machines," based on the story "Flying Crazy" by Jack Davis, who is also doing the screenplay to be directed by Ken Annakin. This spectacular comedy deals with the famous across-the-English Channel Air Race of 1910. It will feature seven top international stars representing the pilots from each of the following participating countries: The United States, England, France, Italy, and Germany. It will be photographed in London, at the English Channel, and in Paris, the exact site of the race. Production will start in early May.

3. William Wyler's production of Rodgers and Hammerstein's "The Sound of Music," with the screenplay by Ernest Lehman. Roger Edens is the associate producer. It will be photographed in 70mm and DeLuxe Color in Austria, the locale of the story, with interiors to be shot at the Hollywood studios of Fox. Starting date is May 15.

4. Richard McKenna's best selling novel, "The Sand Pebbles," to be produced and directed by Robert Wise from a screenplay by Robert Anderson. Exterior scenes will be shot in the Orient, with interiors at the Hollywood studio. Starting date is October, 1964.

5. Irving Stone's "The Agony and the Ecstasy," with screenplay by Philip Dunne. Production of the monumental story will take place in Italy and Hollywood, with shooting to commence in June. This will be in 70mm DeLuxe Color.

6. Laurence Durrell's "Justine" will be produced from the screenplay by Ben Barzman, who just completed the screenplays for "The Visit," now in production in Rome, and "The Rise and Fall of the Roman Empire." Exteriors will be shot in the Near East, and interiors at the Hollywood studio, in 70mm and DeLuxe Color. Production is scheduled to start late next summer.

These six roadshow productions are in addition to the 12 major non-roadshow attractions which will comprise the company's 1964 production program.



# Industry Leaders To Address Allied Sessions In Business-Fun Convention

NEW YORK—Marshall H. Fine, chairman of the board of directors, Allied States Association of Motion Picture Exhibitors, will be the keynote speaker at the opening session of Allied's 34th annual convention at the Americana Hotel Oct. 21-24.

Fine will address the session on the morning of Tuesday, Oct. 22, it was announced by Irving Dollinger, New Jersey Allied, convention chairman. Jack Armstrong, of Ohio, Allied president, will preside at the business session.

Paul N. Lazarus, Jr., executive vice-president, Samuel Bronston Productions, will be the featured speaker at the afternoon business session on Wednesday, Oct. 23.

There will be six business sessions. On Tuesday, both morning and afternoon sessions will be devoted to the subject of pictures, and how to buy them. There will be a full discussion on availabilities, performance, specific sales policies, and current trade practices for all situations—drive-ins, first-runs, sub-runs and small towns. A merchandising session will be held on Wednesday morning, followed by a film production session in the afternoon.

A debate on the Premiere Showcase plan of distribution and exhibition will be held on Thursday morning. Dollinger said that the procedure, or similar methods of release, have been spreading across the country recently, and that exhibitors in various sectors have expressed diverse opinions as to its value. This will be an actual debate by experienced theatremen on the pros and cons of the new systems of films distribution. This evaluation in depth by those who know will, it is said, give the background and information to make smart decisions when confronted with the choices.

The sixth business session on Thursday afternoon will "Look Into The Future." One of the speakers will be Nicholas Reisini, president and board chairman of Cinerama, Inc., who will explain the single projector, geodesic dome Cinerama Theatre.

Among the stars and celebrities who will be seated on the dais at the banquet which will climax the convention and who will have roles in the entertainment presentation, "A History Of The Movies," are (in no particular order) Dore Schary, Gloria Swanson, Mitch Miller, Thelma Ritter, John Cameron Swayze, Vivien Leigh, Tony Randall, Hermione Gingold, Roddy McDowall, Glenda Farrell, Mayor Richard F. Wagner, Rita Gam, Conrad Nagel, Julia Meade, and Richardo Cortez.

Morey Amsterdam will be the master of ceremonies at the celebrity luncheon on Wednesday.

The following industry leaders and film company executives have accepted invitations to be dais guests at the Allied banquet: president Steve Broidy, and vice-president Edward Morey, Allied Artists; president James H. Nicholson and executive vice-president Samuel Z. Arkoff, American International Pictures; president and chairman of the board Reisini, vice-president B. G. Kranze, and sales manager Sidney Cooper, Cinerama, Inc.; president Irving H. Ludwig, Buena Vista; president Joseph E. Levine and general sales manager Carl Peppercorn, Embassy Pictures; president Robert H. O'Brien and general sales manager Morris E. Lefko, Metro Goldwyn

## Three Phila. "Art" Houses Raided For "Obscenity"

PHILADELPHIA—Acting under the direction of District Attorney James C. Crumlish, Jr., county detectives simultaneously raided the Abbe Art, Holiday Art, and the Walton Art theatres, confiscated the alleged "obscene" film, "The House On Bare Mountain," and routed the some 400 patrons found watching the shows at the three theatres.

Arrested were Edward R. Seretsky, owner, and managers Warner Sontagh, Walton; Daniel Berman, Abbe; and Albert Hutkin, Holiday. All were released the next morning on \$500 bail each pending a trial.

Seretsky previously was exonerated on a similar charge for exhibiting "The Immoral Mr. Teas" at the Abbe.

Crumlish said he was pleased with the results of the raid. "Our investigation in this area will continue. The seeds planted in the past 18 months are bearing fruit and our youth is being protected. These people are purveyors of filth."

Cashiers, projectionists, ticket takers of the three theatres were also arrested, but only Seretsky and the managers were charged.

## De Laurentiis In N.Y. Office

NEW YORK—Producer Dino De Laurentiis has established New York offices at 717 Fifth avenue, in the Corning Glass building. The location will serve as headquarters for the promotion in the United States and Canada of the forthcoming De Laurentiis production, "The Bible."

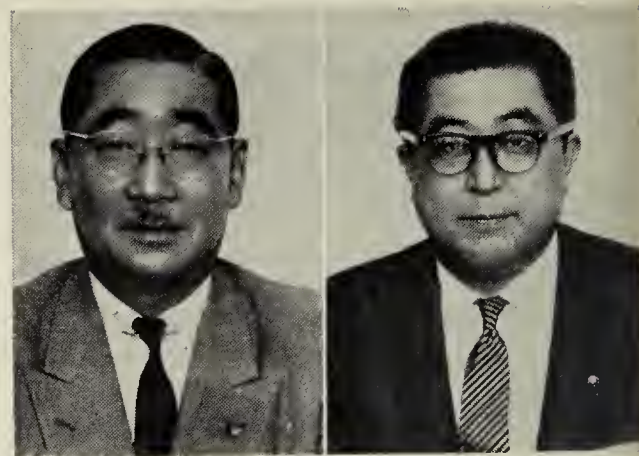
The office will also carry on a full scale program of selling and merchandising of De Laurentiis' Italian films. These features include such recent international festival winners as "Mafioso," "The Trial Of Verona," and "The Devil," the latter to be distributed by Continental Pictures. In addition, it will negotiate for feature and television film production with American companies.

In charge of the New York operation is Ralph Serpe, business representative for Dino De Laurentiis. Arthur Manson is director of publicity and advertising for the United States and Canada.

Mayer; vice-president Charles Boasberg, Paramount; chairman of the board Spyros P. Skouras and vice-president in charge of domestic sales Joseph M. Sugar, 20th-Fox; vice-president Eugene Picker and vice-president in charge of domestic sales James R. Velde, United Artists; president Milton R. Rackmil and general sales manager H. H. Martin, Universal; general sales manager M. R. Goldstein, Warner Brothers; president Richard F. Walsh, IATSE; executive vice-president Ralph Hertz, MPAA; Charles Okun and Harvey Westfall, The Coca-Cola Company.

A special program of activities has been planned for the ladies, who will tour the United Nations and have a special luncheon in the Delegates Dining Room; will preview the 1964 World's Fair and have luncheon at the "Top Of The Fair"; etc.

## Japanese Film Makers Seek U.S. Acceptance



SHIMIZU

FUJIMOTO

NEW YORK—At a luncheon for the trade press at the New York Hilton Hotel, Masashi Shimizu, president of Toho, Ltd., one of the leading film producing and exhibition companies of Japan, observed that 20 per cent of the 60 Toho films being produced in Japan might be suitable for U.S. exhibition.

The luncheon, to celebrate the New York premiere of "Chushingura," Toho's 30th anniversary picture, was also attended by executive director and producer Sanezumi Fujimoto; a member of the Toho board of directors, Nagamasa Kawakita; plus leading actresses Yoko Tsukasa and Kumi Mizuno, both of whom appear in "Chushingura."

President Shimizu considers "Chushingura" Toho's most ambitious effort to date, eclipsing such previous hits as "Gates of Hell," "Rashomon," and "Sanjuro." He further stated it was Toho's intention to bring about a better understanding of Japanese culture through the distribution of its finest films in the United States. It is their hope that the recently acquired theatre, the Toho Cinema in New York, where "Chushingura" opened, would help bring about American theatregoers' acceptance.

Executive producer Fujimoto stated that depending on public response to "Chushingura" in its New York and Los Angeles runs, plans will be formulated for national release.

Asked whether Japan favored co-production activity, Shimizu answered in the affirmative, although he pointed out that an attempt to please the American audience at the expense of the Japanese would result in neither nation viewing the films favorably.

## Lipton Named NGC Counsel

BEVERLY HILLS, CALIF.—Harold A. Lipton, well-known New York attorney, has been named the new general counsel of National General Corporation, it is announced by Eugene V. Klein, president of the Los Angeles-based diversified company.

A member of the American Bar Association and the New York State Bar Association, Lipton has had extensive experience in corporate matters, acquisitions, mergers, consolidations, and Securities and Exchange work. He has also acted as a referee in matters before the Supreme Court of the State of New York.

A graduate of Harvard Law School, Lipton was admitted to the New York State Bar in 1934, and in 1935 formed the firm of Booth, Lipton and Lipton.

Lipton, who will make his office in NGC's headquarters in Beverly Hills, succeeds Harold Lasser, who resigned to return to private law practice.



# Mirisch Co. Hits Production Peak; Six Films For Immediate Shooting

HOLLYWOOD—Embarking upon the most intensive schedule of production activity in its history, The Mirisch Corporation, this month beginning its seventh year of operations, announced plans for the start of six major films within a six month period. Combined budget for these six films is estimated at more than \$17,000,000, it was revealed by Harold J. Mirisch, president of the independent film-making organization.

In addition to these six films slated for immediate production, there are seven other important films in pre-production preparations, which will be ready to go before the cameras in late 1964 to early 1965. Now being edited and scored for release in the next several months are four films that have completed principal photography.

Currently in release from Mirisch through United Artists are Billy Wilder's "Irma La Douce," John Sturges' "The Great Escape," and "Toys in the Attic."

The six films scheduled for filming within a six month period starting in November are "A Shot in the Dark"—starring Sophia Loren, Peter Sellers, and Walter Matthau, to be produced and directed by Blake Edwards.

"The Satan Bug"—John Sturges' newest film in association with Mirisch.

"Bandoola"—starring Yul Brynner, to be produced by Lewis Rachmil.

"The Confessor"—marking the first film to be made under the Mirisch banner by John Frankenheimer, this film will star Tony Perkins and Henry Fonda, to be produced by Edward Lewis and directed by Frankenheimer.

"The Dazzling Hour"—this is the temporary title for Billy Wilder's new comedy, his fifth picture in association with Mirisch. Dean Martin and Peter Sellers will star.

"Return From The Ashes"—J. Lee Thompson, who recently directed "Kings of the Sun," will produce and direct this film as the first under his multi-picture Mirisch contract.

The seven films in pre-production preparations for filming in the late 1964-early 1965 period are "The Hallelujah Train," "The Law and Tombstone," "What Did You Do In The War, Daddy," "The Private Life of Sherlock Holmes," "A Rage to Live," "A Garden of Cucumbers," and "Hawaii."

The four films which have completed principal photography and are now in post-production phases or awaiting release are "Stolen Hours," starring Susan Hayward, and co-starring Michael Craig, Diane Baker, and Edward Judd; "Kings of the Sun," starring Yul Brynner, George Chakiris, and Shirley Anne Field; "The Pink Panther," with David Niven, Peter Sellers, Robert Wagner, Capucine, and Claudia Cardinale starred; and "633 Squadron," starring Cliff Robertson and George Chakiris.

In addition to the specific projects and commitments previously listed, The Mirisch Corporation has contracts calling for additional films with the following producer-directors: Billy Wilder, William Wyler, Fred Zinnemann, John Sturges, Robert Wise, Blake Edwards, John Frankenheimer, J. Lee Thompson, Ronald Neame, and Richard Quine, as well as with writer-producer George Axelrod, and directors George Roy Hill, Norman Jewison, and Walter Grauman.



Ben Sack, Boston exhibitor, right; his wife, center; and son, Gerald, recently visited one of the sets in Spain constructed for Samuel Bronston's "The Fall of the Roman Empire," which will be a Paramount release.

## Hyman's New Orderly Release Book Covers Film Wares Through Easter

NEW YORK—Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, Inc., announced the release of his new orderly distribution book, which contains the new releases from now through Easter of next year. Hyman stated that greater attendance was the keynote and purpose of this book since it is of utmost importance to the industry to constantly increase attendance to obtain greater grosses.

He stated that he believed that this new release book was the most complete and comprehensive to date in the eight years that he has been preparing these books for the industry.

Three thousand copies will be distributed to exhibitors in the United States and Canada, and throughout the world as well as to distributors and producers, with the initial copies being sent to all those whose efforts, on behalf of orderly distribution, have proved so invaluable to the industry.

The new book lists the releases of 12 distributors through Easter of 1964 and, in some instances, even beyond. It also contains an important message from each of the distributors which they have prepared for the information of the industry. The distributors, likewise, individually prepared all of the material relating to their pictures listed in the new book.

Hyman urged all recipients of the new Release Book to carefully read every page to fully understand the nature of the tremendous product that is now coming from the industry in the form of new quality motion pictures.

He emphasized that he fully believed that these orderly release books were invaluable aids to all exhibitors as it places at their finger tips all new product, and permits them to schedule and plan their campaigns far in advance to take full advantage of the forthcoming quality motion pictures.

## Del. Anti-Bias Bill Stalled

DOVER, DEL.—The Senate-approved public accommodations bill remains in the Revised Statutes Committee of the House of Representatives. Fifteen Democrats voted in caucus Oct. 7 to hold the bill in committee "pending further study." Eight Democrats voted to bring it to the floor.

Governor Elbert N. Carvel told a press conference that "I hope to be able to persuade enough members of the Democratic majority so it will not only come out of committee but pass the House. In other words I hope to sell the idea."

## UA Acquires Lyle Music

NEW YORK—In line with its current expansion program through which the company is acquiring available music catalogues, signing new talent and new song writers, United Artists Music Company has completed the purchase of Lyle Music and its entire catalogue, it was announced by Murray Deutch, the company's general professional manager.

The UA Music executive added that Paul Evans, co-writer of numerous Lyle Music hits, has been signed to an exclusive contract to write for United Artists Music.

The book is divided into 12 sections—one for each of the 12 distributors. Each section is introduced by a frontispiece containing the photograph of the sales manager, and a photograph on the reverse side, of the persons that attended the luncheons during the course of which the new book was hammered out. The schedules of new releases then follow, after which four pages are devoted to descriptive material concerning the new product to be released.

Hyman stated that with the many quality pictures released this summer, theatres generally enjoyed better business than during the previous year.

"As you all know," he said, "we had a disastrous and unique winter season which affected all sections of our country simultaneously unlike previous years, where if one section was hit by severe weather, another section might enjoy relatively good weather so that in the end it averaged out."

"It is sincerely hoped that these conditions will not repeat themselves again this winter, and with the many quality pictures scheduled for release from now through next Easter, we can certainly see nothing but a bright period ahead for our entire industry, not only for the balance of 1963, but also for the first six months of 1964."

He pointed out that he had now received so many assurances from distributors that they plan to release their motion pictures in orderly sequence that he hoped that "orphan periods" will eventually become a title that no longer has any meaning.

"However," he repeated, "orderly distribution must go hand in hand with orderly exhibition." If given quality product during the "orphan periods," it is up to the exhibitors to go all out to publicize and exploit these pictures so that both distributors and exhibitors could realize the full potential.



# The NEW YORK Scene

By Mel Konecoff

SEVERAL SCORE top exhibitors in the metropolitan area were deeply impressed by a campaign outlined by Bob Ferguson, vice-president in charge of advertising and publicity at Columbia, to mark the non-roadshow playoff of "Lawrence of Arabia." They gathered at the Criterion Theatre, scene of the world premiere of the film that took the lion's share of Academy Awards and listened intently as Ferguson recalled the background of the film, its initial presentation, and the efforts that went into making it the success that it became.

They liked his offer to help exhibitors garner some outstanding business with the feature and sat in awe as he revealed that several million dollars had been spent on advertising the film, much of it in the New York area. He wryly noted that only one out of every ten features presented is a profitable enterprise and "Lawrence" was certainly an outstanding example of a profitable "one." He asked his listeners to take full advantage of the talent and enthusiasm found in the company's effort and lend their support and cooperation.

A year of campaigning was reviewed and then he swung into the pattern for the future when a number of theatres will open with the film. There will be ads in Life listing the theatres, subway cards, 200 television buys, 340 radio spots on every radio station, local paper ads and additional exploiters have even been added with each responsible for a given area etc. There will be posting, tie-ups, windows etc., just as though the film was making its initial bow.

At the conclusion of his address and a question and answer period, just to show you what a fine presentation it was, an exhibitor got up to offer praise on behalf of his fellow theatre operators for the way the entire operation was handled.

**ACTION DEPT.:** Warners asking exhibitors for "Cleopatra" terms for the forthcoming "My Fair Lady."

**BREAD DEPT.:** Universal's affable vice-president and general sales manager Henry "Hi" Martin invited the press to lunch on the wind-up day of the company's sales convention at the Waldorf just to be sociable and also to witness the presentation of Photoplay Magazine's "Front Cover Award" to Universal by Frederick A. Klein, executive vice-president of Macfadden-Bartell. (This is the second time this award was made and we have yet to see a copy of the magazine announcing same).

Klein felt that the utilization of techniques and successful patterns of the past is helping the major studios to set new records and to create new and brighter horizons for the future. It is providing distributors, exhibitors, the American public, and the world with a change that means bright, fresh, exciting screen product. He said today, as never before, the motion picture industry is geared to the enormous goal of anticipating the changing needs and desires of the public and to providing that public with new faces and new talent.

Klein paid tribute to Universal for its "New Horizons Program"; its twenty million dollar expansion and building program; its seeking new ways to meet the public's increasingly discriminate taste; its consistency in developing both screen and behind-the-screen talent to produce the finest films.

President Milt Rackmil accepted, promising more quality product would be forthcoming in the future as such well-known outsiders as Tony Randall, Art Tolchin, Sam Seletsky, Russ Downing, Matty Polon, Bernie Meyerson and Harry Mandel looked on.

**POLL NOTE:** Newsday, largest daily newspaper on Long Island, ran a series of pieces on the moviegoing habits of one town area taken by an independent research organization at the behest of Associated Independent Theatres. Asked for top recent films, 109 persons listed "West Side Story"; 85 selected "To Kill A Mockingbird"; 74 picked "Days of Wine and Roses" and six liked "Ben Hur." From the foreign group "Never On Sunday," "The Mark," "Room At The Top" and "Two Women" were prominently noted. Walt Disney and Doris Day were top favorites while a picture like "Marienbad" was strongly disliked. Hollywood films were found twice as enjoyable as art films while 188 liked dramas, 144 liked comedies and 52 went for spectaculars.

Double features were not popular with 219 preferring single features and 159 liked double feature programs if the second picture was "worthwhile." Shorts were preferred by the great majority with travelogues the most popular followed by cartoons, newsreels and sport reels. A great deterrent to attendance were poorly written pictures; some thought pictures were getting too adult and too impressionable for teenagers. Some thought that prices were too high and that they went up every time a better film was presented.

One reply didn't care for candy machines stating "The candy is usually hard and the potato chips are stale." One viewer summed up her reaction by voting for cuter ushers, lower prices and more necking. Critic Mike McGrady by-lined the piece.

**THE METROPOLITAN SCENE:** The Lincoln Square Theatre, due for a November opening, will feature not only live shows (dramatic and otherwise) but lectures, concerts and 16mm—which will be presented bi-monthly. Some are privately-produced, experimental and have never been shown prior. They may have the makers at the screenings for discussions and the theatre may even sponsor one or more of the experimental films. Anyone interested in this type of thing drop a note to Mark Mason, Theatre Workshop, 5 West 63 st., N.Y.C. . . . **ASIDE TO LIGE BRIEN:** The merchandising on "A New Kind of Love" attracting much attention. . . . **ASIDE TO PETER LAWFORD:** Welcome to the ranks of distinguished subscribers. . . . Saturday Review Magazine has a piece in it by Arthur Mayer, sometime exhibitor, distributor, writer, publicist, exploiter, toastmaster, etc., wherein he discusses "The New Film Frontier." His theme seems to be—pictures are for people everywhere especially in these enlightened days.

## BV Marks 10th Birthday; Execs Attend Sales Meet

BURBANK, CALIF.—Irving H. Ludwig, president of the Buena Vista Distribution Company, heads the New York delegation at the annual Walt Disney-Buena Vista sales convention currently being held at the Walt Disney Studio. Buena Vista is celebrating its 10th anniversary as the Disney organization's distribution subsidiary.

Attending the convention from the New York Buena Vista office are James V. O'Gara, eastern division manager; Leo Greenfield, western division manager; Howard Hein, Herb Robinson, Emmet Cashman, Joe Flynn, Mike Poller, Charles Raffaniello, Steve Keller, Vito Sperti. From the TV Syndication dept.—Stuart Ludlum, Barr Sheets, Bert Herbert. From the publicity-advertising staff—Charles Levy, director of advertising and publicity, Bob Dorfman, Frank Petraglia, Jack Herschlag, Mike Hertz. From the administrative staff—Louis E. Gaudreau, vice-president and treasurer, John Durkin. From the legal staff—Joseph Laub, general counsel of Buena Vista, Anthony Farinacci. From branch operations—Jack de Waal. Representing the Walt Disney Character Merchandising division will be W. H. G. Smith, Al Konetzni, and Joe Pellegrino. From the Buena Vista Record division, Kelly Cammarata and Sandy Stroheck will be attending.

Additionally, Buena Vista is also flying out the entire branch office sales staff, which includes Herb Schaefer, district manager, north-eastern district; John Feloney and Jack Chinell—salesmen; Mort Magill, district manager, eastern district; Joe Brecheen, Larry Seidelman, Leonard Mintz—salesmen; Ted Levy, district manager east central district; Jerome Levitt, William Brower, and Frank Jones—salesmen; Kenneth Laird, southeastern district manager; Lawrence Terrell, Bob Pollard, and Walter Walker—salesmen; Douglas Desch, southwestern district manager; Sebe Miller and Paul Back—salesmen; Harris Dudelson, midwestern district manager; Charles Good, Lee Heidingsfeld, Frank Yablans, and Avron Rosen—salesmen; Marvin Goldfarb, Rocky Mountain district manager; Tommy Thompson, Thomas McMahon, Wayne Stephenson, and Patrick Halloran—salesmen; Don Conley, Pacific Coast district manager; Don Fuller, Ernest Piro, and Leo Jensen—salesmen.

Clem Saila, Walt Disney Character Merchandising representative in Canada, and Bruce Butler, Walt Disney Television Sales representative from Canada, will also be on hand, as will the following from Empire-Universal—Disney's Canadian distributor: Mark Plottel, Barry Carnon, and Herb Mathers.

From BV's expanding foreign operation, Jim Alexander and Jean Thomachot will represent the Paris office, Tosh Ishikawa the Tokyo office, and Hans Muth the Frankfurt, Germany, office.

## Nizer Keynotes TOA Meet

NEW YORK—TOA president John H. Stembler has announced that Louis Nizer is scheduled to be the keynote speaker at the opening luncheon meeting of the theatre owners convention on Monday, Oct. 28.

The luncheon will be held in the Georgian Ballroom of the Americana Hotel.



## Plumlee Heads MITO; Bloomer To Chair Board

ST. LOUIS—Frank Plumlee, Farmington, Mo., was elected president of the Missouri-Illinois Theatre Owners at a special general membership luncheon held here at the Chase Hotel.

Other officers are Wesley Bloomer, Belleville, Ill., retiring president, as chairman of the board; Jim James, St. Louis, vice-president and secretary; Jim Damos, St. Louis, treasurer; and Pete Gloriod, Poplar Bluff, sergeant-at-arms.

Plans were begun to hold an installation dinner, with Dec. 2 as the tentative date. The dinner would be for anyone connected with the film industry. The arrangements committee is headed by Miss Bess Schullter, with Ronnie Krueger, H. E. McManus, Jim James, and Tom Williamson.

Honorary members of the board were also named at the meeting. They were Tommy James, chairman; Charles Goldman, vice-chairman; Bess Schullter, Sam Levin, and Sam Shuchart, all of St. Louis.

Regional vice-presidents are Phil Nanos, St. Louis; John Meinardi, Missouri; and Carson Rodgers, Illinois.

The St. Louis directors are Howard Zulauf, Esquire; Russell Bovim, Loew's State; Ray Parker, Broadway Drive-In; Joe Ansel, Ritz; Louis Jablanow, Mid-America Theatres; Nick Piccione, Varsity; Harry Wald, World; Herb Hartstein, Olympic Drive-In; Ronald Krueger, Wehrenberg Circuit; H. E. McManus, General Drive-In; Paul Danesh, Martin Cinerama.

From outstate Missouri, the new directors are Senator E. V. Long, Bowling Green; Harry Miller, Festus; Ken Hirth, Pacific; Richard Logan, Charleston; Pete Medley, Silkeston; Earl Douglass, Columbia; Russell Armentrout, Louisiana; Rowe Carney, Jr., Rolla; L. J. "Bill" Williams, Union; E. "Chub" Unland, Wentzeville; Pete Faddis, West Plains.

The Illinois directors are Tom Williamson, Belleville; Joe Goldfarb, Alton; Bernard Temborius, Lebanon; Bill Waring, Jr., Cobden; Forrest Pirtle, Jerseyville; Frank Bloomer, Belleville; Richard Wright, Belleville; Al Magarian, East St. Louis; Robert Strauss, Benton; Ed Clark, Metropolis; and Harry Horning, Harrisburg.

## Marhenke Vs. Md. Censors

BALTIMORE, MD.—Robert T. Marhenke, Cinema Film Exchange, long an opponent of Maryland film censorship, recently took his case to the newspapers, and in a letter to the editor of "Enterprise" called the State Board "useless," and stated it had "long outlived its usefulness, if it ever had any."

Continuing, Marhenke stated: "How ridiculous it is that three of the Governor's part-time appointees, whose qualifications as censors had not been proven when appointed, and they tell hundreds of thousands of Marylanders what they can or cannot see on a movie theatre screen to the tune of around \$60,000 a year for salaries and expenses. Yet these same censors who see all the films before they are cut are apparently not affected morally in the least bit. Perhaps because they are super strong politicians . . .

"As I see it," Marhenke concludes, "Since 1927, the Maryland Censor Board has accomplished three things. It has drawn its salary; it has drawn its expenses; and it has drawn its breath."

# AIP Sets Complete Release Slate For '64; Nine Made In Hollywood

LOS ANGELES—For the first time at this date in its nine year history, American International Pictures has announced a complete and detailed release schedule for the coming year—1964.

In the production and distribution of the company's most ambitious release schedule of 23 motion pictures, AIP toppers James H. Nicholson and Samuel Z. Arkoff stated that the content guaranteed the public and exhibitors that 1964 will be American International's most successful and biggest year. Included in the AIP schedules are nine "made in Hollywood" productions.

"Over the past years we have learned, in our field, to take a backseat to no one insofar as production 'know-how' is concerned," Nicholson and Arkoff said. "This plus top advertising campaigns and concentrated sales efforts, will have truly put AIP in a major status."

Nicholson and Arkoff predicted that "in the field of Edgar Allan Poe, the teenage appeal 'Beach' pictures, and in comedy-terror, AIP will continue to be the leaders with even bigger and better productions."

Complete American International Pictures schedule for the balance of 1963 and for all of 1964 is as follows:

"The Haunted Palace," now in release; "X"—The Man With the X-Ray Eyes (color), Oct. 9; "Summer Holiday" (Technicolor &

CinemaScope)—Cliff Richard, Lauri Peters, Oct. 23; "Pyro"—The Man Without a Face (color)—Barry Sullivan, Martha Hyer—Nov. 27; "Goliath and the Sins of Babylon" (color & Techniscope)—Mark Forrest, Scilla Gabel, John Chevron, and "Samson and the Slave Queen" (color & scope)—Allen Steele, Pierre Brice—Dec. 18; "The Comedy of Terrors" (color & Panavision)—Vincent Price, Peter Lorre, Boris Karloff, Jan. 15, 1964; "Under Age"—Anne MacAdams, Judy Adler, Roland Royter—Feb. 12; "Some People" (color)—Kenneth More, Ray Brooks, Annika Wills—Feb. 19; "Pit and the Pendulum" and "The House of Usher"—Edgar Allan Poe reissue combination, March 4; "Muscle Beach Party" (color & Panavision)—Frankie Avalon, Annette Funicello, Harvey Lembeck—March 25; "Black Sabbath" (color)—Boris Karloff, Mark Damon, and "Incubus"—Leticia Roman, John Saxon—April 15; "The Time Travelers" and "The Unearthly Stranger"—John Neville, Philip Stone, Gabriella Licudi—May 6; "It's Alive" (color)—Peter Lorre, Elsa Lanchester, Harvey Lembeck—June 10, 1964; "Masque of the Red Death" (color & scope)—Vincent Price, Basil Rathbone—July 1, 1964; "Bikini Beach" (color & Panavision)—Frankie Avalon, Annette Funicello, Harvey Lembeck—Aug. 19; "Moon Trap" (color)—September, 1964; "Dunwich Horror" (color)—Tab Hunter—October, 1964; "Rumble"—Frankie Avalon, Annette Funicello, John Ashley, Harvey Lembeck—November, 1964; "Premature Burial" and "Tales of Terror"—Edgar Allan Poe reissue combination—November, 1964; "The Graveside Story" (color & Panavision)—Vincent Price, Peter Lorre, Boris Karloff, Basil Rathbone—December, 1964.

Also coming are "When the Sleeper Wakes" (color), "Colour Out of Space" (color & scope), "City in the Sea" (color & scope), "Genghis Khan," 70mm roadshow.

## Theatre-TV Rights Set For Indianapolis Race

NEW YORK—MCA-TV revealed it has acquired from the Indianapolis Motor Speedway Corporation long-term exclusive rights to produce and distribute live coverage of the world-famed "Indianapolis 500 Mile Race" to theatres and sports arenas via closed-circuit television.

According to David A. Werblin, president of MCA-TV, the possibilities are strong that if facilities are made available the world-famous event might be beamed live via Telstar to Europe and then relayed to every far-flung outpost in the world.

The 53-year-old classic, universally recognized as "the granddaddy of auto racing," will thus be seen live in its entirety for the first time in its history outside of its famed home at the two-and-one-half mile Speedway in Indianapolis. Coverage will commence with next year's race to be run on May 30, 1964.

Every foot of the Speedway will be covered by cameras and microphones spotted strategically around the track, which is jammed each year by upward of a quarter-of-a-million people who come for the race alone, and another 250,000 who journey to the Indiana city to watch the time trials in the days preceding the annual event. It is believed that attendance at the "500" is the greatest for any single sports event in the world.

The arrangements include an extensive blackout zone covering Indiana and other areas to be determined by mutual agreement. Coverage of the event by newsreel and news cameramen will not be affected.

## A TOUGH JOB

with our independent circuit is available to a man who is probably now employed. This man will open and close one of the finest hard-tops in the country six nights per week as well as Saturday, Sunday and holiday matinees. During operating hours, almost all of his time will be spent on the floor.

He will have a *proven record* of successful promotion and publicity and spend many of his daytime hours improving that record. He will be a top housekeeper, capable of hiring and maintaining a highly efficient staff, accurate with figures, and anxious to become an integral part of the community. Both his employment and character references must be impeccable.

We have available for this man a top salary, in addition to a substantial amount of "incentive remuneration," hospitalization, etc.

If you are positive that you fit *all* the qualifications, send a *complete* resume and all pertinent information to:

**BOX 259**

**c/o MOTION PICTURE EXHIBITOR  
317 N. Broad St., Phila., Pa. 19107**



# LONDON Observations

By Jock MacGregor

ON SUCCEEDING NIGHTS, I was elbow-bending to celebrate the start of one picture and the completion of another. Charles H. Schneer has still not quite recovered from the shock that he was right after all about the potential of "Jason and the Golden Fleece." I gather computers are needed to add the sort of money that has been going into the box office, and that though many exhibitors are postponing their dates until the Christmas holidays or re-booking then, those that are playing now are finding enough of the young at heart to do top business.

He has now started his eighth excursion into Dynamation, "First Man In The Moon." While the fact sheet for this Columbia release does not include a story line. I should think there is little doubt about the format. It is certainly nothing to worry over, and it was not one of the subjects which we discussed at his May Fair reception. Charles was supported by his leading lady, Martha Hyer, and Edward Judd. Nathan "Jerry" Juran will direct and Ray Harryhausen will again handle the special effects, which are scheduled to take four months to complete. My guess is that exhibitors everywhere will be lining up for this one after Charles' line of hits.

**IT WAS** at the Steam Packet (could there be a more appropriately named pub in which to put out the boat?) at Strand on the Green that Bob Joseph entertained the unit after completing the exteriors for "The Third Secret" in the district. Bob was a decidedly relieved man. This has been his first venture into film production, and while I do not think it will be his last, he is most certainly not lost to Broadway. He has found it an invigorating experience, and the studio buzz is that the finished picture is going to be quite an experience. This is the second of the pictures which was to have been made for Max E. Youngstein's ill fated ECA and are now for 20th-Fox. This is the one about which I write but do not talk; the other is Walter Seltzer's "Man in the Middle" with Robert Mitchum, about which I talk and do not write professionally!

**IT HAS ALWAYS** been a puzzle to me why more American exhibitors do not follow the example of their British cousins and run similar junior clubs on Saturdays. I know Walter Reade has been experimenting successfully with the idea. Not only do these clubs result in excellent public relations, press coverages, and excuses for civic visits, but they can also be lucrative at the box office and build the moviegoing habit for the future.

On Saturday morning I went to the Odeon, Holloway, where a featurette, made by the National Coal Board specially for such performances, was being premiered. Here, an added gimmick is that members are invited from the screen to draw their favorite scene in the film for a number of national, regional, and local prizes ranging from vacations in Denmark and Bush Tape Recorders to minor toys. The Mayor personally introduced the contest.

I had not been to this theatre since the opening night some 25 years ago, and there really must be something about that foyer balcony. Then it was the venue for a star studded and pretty hectic party—those terrible thirties. I recalled over coffee how along with stars and others we pelted the crowd in the street with rolls, etc. Rank's Vic Powell remembered it well and reminded me that it was in the old Gaumont British days, but for a moment I thought I was going to receive that roll with which he was toying. Worship the Mayor, however, did find the prize football sitting there too much of a temptation. He took a kick and it sailed over the balustrade into the entrance foyer. I think the adults had as much fun as the kids!

**THROUGH GOING OUT** early, I did not get the message that the Federation of British Film Makers press conference had been cancelled. In consequence, I had a one man session with Lord Archibald and Andrew Filson, and fully appreciated that while they had had an extensive council, there was nothing particularly newsworthy about the deliberations. We talked about the delay many pictures are experiencing in getting circuit releases, and the way this is holding up West End openings and forcing show houses to play reissues. Few producers like a picture to open and then go into cold storage so to speak before general release. They prefer a few weeks in the West End followed immediately by the pre-releases. The meeting also enabled me to meet again the newly appointed assistant secretary, Brian Collis, who used to be in theatre management.

**HOW DO YOU FILL** a theatre at 10 a.m.? It would appear to be to show advertising films! Nearly 10,000 attended the screening of the prize winning cinema and tv commercials at the recent Cannes Advertising Films Festival at the Odeon and Warner Theatres. Somehow, I did not think they were of the standard of some years, but I did find myself taking the advice of one winner—trying vermouth on the rocks! However, here is a festival which seems to have some value and that is more than can be said of most. I note official British entries at Cannes, Berlin, and Venice have yet to be seen here publicly. . . . From Paramount's Ed Schellhorn in Hollywood came an ever welcome letter and a plea to see the "New Kind of Love" and to let him know what I thought. It has opened at the Plaza, and I am glad of Ed's prodding. I thoroughly enjoyed it even at the crack of dawn of a grey Monday. . . . Good news for those with cars is that Zenith Film Productions, headed by Wilfrid Eades and Bob Huke, have established a headquarters with preview theatre and cutting rooms, etc., in Baywater, beyond the parking meter zones. These are for hire together with all essentials and services for film production. . . . Yorkshire's Walter Eckart, whose Star Circuit, Silver Blades Ice Rinks, and Bingo Clubs are flourishing, is making more and more visits to London. He seems almost a regular at the White Elephant with his sons. He tells me that in the New Year he is sailing to Bombay and the Far East. . . . I do not know if anyone will be sent to the salt mines, but the new Russian Circlorama program was found not to fit the screen at the Circlorama Theatre, which now has a new entrance to Piccadilly Circus. The preview was cancelled at the last minute. . . . Terry Askwood, AB Pathe, gave a special preview for the five Pathe Pics which have been made from material shot in Egypt. Highly informative, they are a joy to the eye.

## Col.'s Jackter Tours U.S.; "Business Looking Good"

NEW YORK—"Business looks good all over. The challenge for the motion picture company is no longer how to stay in the black. The challenge is to get a bigger cut of the profit pie during this period of prosperity."

This was the observation of Rube Jackter, vice-president and general sales manager of Columbia Pictures, after an extensive tour of exhibitors and sales personnel throughout the United States.

Jackter declared that Columbia's strategy in dealing with the coming "golden age" for the motion picture industry was to recognize that in a game where the stakes are high, the investment must also be high. He declared that this applied right down the line from the quality of the product to the smallest need of the exhibitor in putting the picture across to the public. "We don't just sell a picture," he said. "We sell a package containing a fine film and a first-rate campaign to make profit for all concerned."

In terms of product, the Columbia sales chief said that exhibitors were showing excitement for upcoming Columbia releases including: Frederick Brisson and David Swift's "Under the Yum Yum Tree," due November; Otto Preminger's "The Cardinal," due December; "Dr. Strangelove or: How I Learned to Stop Worrying and Love the Bomb," a Stanley Kubrick production due January; William Castle's "Strait-Jacket," a January release; Carl Foreman's "The Visitors," for February release; and other forthcoming Columbia releases including Robert Rossen's "Lilith," Fred Zinnemann's "Behold a Pale Horse," and Irving Allen's "The Long Ships."

Jackter said that the "product-plus" merchandising campaign for fall, winter, and early spring also includes the general zonal release of the Academy Award-winning Sam Spiegel-David Lean production, "Lawrence of Arabia," which will have some 1,000 playdates booked before the end of the year.

Jackter said that the firm's roster of fall-winter releases was backed up by a strong advertising, publicity, and exploitation program under the direction of Robert S. Ferguson, Columbia vice-president. Ferguson has described the Columbia promotional campaign as one where "the company is prepared to use every creative tool available in order to attract motion picture viewers to Columbia releases."

## N.Y. CLASSIFICATION

(Continued from page 5)

were at times fallacious, at others contradictory or negated.

Mrs. Twyman, when questioned about nudist films, admitted that some "trash" films are made, suggested "picketing of drive-ins or other theatres until nudist films are withdrawn. She maintained that such a procedure is "community action" and that she was opposed only to "noisy, disorderly, threatening picketing." Mrs. Twyman denied that trailers contained scenes ordered deleted from films.

It was pointed out that the Division did not license any nudist colony picture until 1957 after the "binding" U.S. Supreme Court decision limiting pre-licensing to rather narrow a definition of "obscenity."



## ALBANY

It is reported that Broumas Theatres, Washington, D.C., will not build a theatre in the Ward mall-type shopping center under construction in Niskayuna, a Schenectady suburb; but another party will do so. Broumas recently opened a 950-seat conventional house in Hudson Plaza shopping center outside Poughkeepsie. . . . Frank J. Purner reopened the Bijou, North Troy, on a four-day weekend policy catering to adults. He continues to employ his father as projectionist. . . . W. H. Aust closed Aust's Open Air Theatre, five miles south of Glens Falls. . . . SW Ritz was again the scene of an evening show and kickoff of the annual Community Chest Drive. . . . Pemco Productions, Ltd., recorded a certificate of incorporation to conduct a motion picture business in New York at 729 Seventh Avenue, New York City.

## ATLANTA

William H. Nichols, Slappey Drive-In, Albany, Ga., a long time Martin Theatres' staffer, is hospitalized there. . . . Frank Peavy, former manager, for Martin Theatres, has been transferred to Comet Drive-In, Sylacauga, Ala. . . . Mrs. Mary Sue Ogletree, who has been with the Martin home office in Columbus, has resigned to be a housewife and mother. . . . Mrs. Frank Brady, Martin office in Columbus, has returned to work following surgery there. . . . Curly Burns has taken over the buying and booking for the Madison Drive-In, Madisonville, Tenn. . . . Sam L. Kennedy, former theatre man, suffered a heart attack in Miami, Fla., and is recuperating at his home there. While in Atlanta, he was associated with Georgia Theatres and also served as city manager of the Co-At-Co. . . . Oscar Howell, president, Capital City Supply, will soon leave for the Will Rogers Hospital, Saranac Lake, N.Y. . . . Pat Holt, formerly with American International, is now with Buena Vista in the accounting department. . . . Eddis Watson, owner, Strand, Montevallo, Ala., is hospitalized in New Orleans. . . . Harold Dennis, husband of Pauline Dennis, Universal staffer, is hospitalized. . . . Ed Swinson, Martin Theatres' legal staff, is working part time while recuperating from an operation. . . . Side Whiteman, owner, Progressive Pictures, is in a local hospital. . . . Ronnie Otwell, ad-publicity director, Martin Theatres, has been appointed assistant vice president and named to the board of directors of Martin Theatres.

## BOSTON

A merchandising meeting of Boston and New England exhibitors was held by Columbia Pictures at the Bradford Hotel to discuss the October area break of "Lawrence of Arabia." Chairing the session were Richard Kahn, Columbia's national coordinator of advertising-publicity exploitation; John Skouras, "Lawrence of Arabia" coordinator; Tom O'Brien, Columbia Boston branch manager; John Markle, Boston Columbia exploitation chief. First wave for "Lawrence of Arabia," which has just finished eight weeks on a moveover at the Beacon Hill, Boston, to big grosses, hits Oct. 9 when the big picture goes into Framingham, Peabody, Lynn, and Brockton, Mass. Second wave comes on Oct. 30 when the film goes into 15 theatres around Boston. The film will be run with the intermission in the selected theatres. More than 35 exhibitors from all over New England attended the merchandising session. . . . John

Godzak, formerly manager, Trans-Lux Playhouse, Washington, D. C., has been appointed manager, State, Boston, while present manager Jack Ballard, who also came to Boston from a Trans-Lux house in Washington, has been promoted to manager, Trans-Lux Broadway, New York City. . . . Mel Basel, newly appointed manager, RKO Keith Memorial, Boston, is formerly group sales director of the Astor, Boston Garden and Pleasure Island. He was appointed by Jay Golden, northeast division manager for RKO. . . . Marlene Dietrich did a two week night club engagement at the Monticello in Framingham, Mass., to fair business. . . . Jack Markle, Columbia Pictures, held the record for having the most people in for press interviews in one week. He had Stanley Baker, Irwin Shaw, and the Three Stooges for extensive press rounds and radio, tv promotion.

## BUFFALO

Thomas W. Fenno, first assistant chief barker of the Buffalo Variety Club, announces that the 1964 membership drive is in high gear. Tent 7 hosts the international convention in Buffalo next June. Plans for the convention were discussed at a meeting in the Statler Hilton attended by John J. Fitzgibbons, Jr., international property master, and Phil Stone, international representative from Variety Club Region One, both from the Toronto area. Also attending were members of the convention planning committee of the Buffalo Variety Club, including James J. Hayes, manager, Cinema, and general chairman; Nathan Dickman, chief barker; Myron Gross, dough guy; Fenno; Anthony Kolinski, manager, Buffalo Warner Bros. exchange and local property master; and Harry Berkson, canvassman. . . . Rochester will be the convention city for the American Chapter of the Institute of Amateur Cinematographers, Ltd., Nov. 8-10. Ronald Beach, Rochester, will serve as convention director. Headquarters will be the Towne House. Primarily a meeting for an exchange of ideas, it will afford opportunity for the cinematographers to view clips of each other's films and have showings of selected films, instruction session, and a banquet, along with tours of the George Eastman House and Eastman Kodak Company. . . . Sidney J. Cohen, president, Allied Theatres of New York State, Inc., said "Congratulations are in order for our Albany area leaders for the way they are putting in much effort and time to solve many local problems and the way they have proven to me that they are ready to cooperate with their opposition in unity and fair play."

## CHICAGO

Shubert Chicago theatres are being modernized at a cost of \$300,000 (Blackstone and Shubert). . . . Arthur Patzloff, former shipping manager, Fox Film Exchange, was named court captain by Judge Robert L. Hunter of the State criminal courts. . . . Ann Marsters, film editor, Chicago American Daily Newspaper, wrote a fine article on the work of the Chicago Censor Board, boosting the work of the board and Sergeant Robert Murphy who is in charge of the board's office. . . . John Thompson, publicity director of Columbia, and his wife left for an extended tour of Europe. Hal Pearlman will take over in Thompson's absence. . . . Sergeant Bob Murphy, Film Censor Board, has become a grandfather. His daughter, Judy O'Neill, gave birth to a son, Charles Kevin O'Neill. . . . Sig Sackowitz Enterprises screened "Lilies of the Field" at the Carnegie for Sig Sacko-

witz's Mothers' Fan Club. The screening was arranged through Wally Heim of United Artists. . . . National Film Service Inc. has been organized by F. L. Ungeroth for film production with offices at Western Springs, Ill. . . . Compact Industries Inc. has been formed by L. J. Cooke for concession and vending equipment. . . . Raymond V. Haig, 46, an entertainer, former child star, and maker of several motion picture shorts for Paramount, died in an auto accident near Danville, Ill., where he had just concluded a night club engagement. . . . Mrs. Sandra Z. Weller had her paintings on exhibition at the Esquire.

## CINCINNATI

First-run "Wives and Lovers" opened on an experimental basis at the suburban Ambassador and the Oakley Drive-In and did very well, according to Paramount manager William A. Meier. The present policy is to see if patrons will respond to first-run openings in sub-houses and drive-ins. Part of the successful openings was due to the fine press reviews and the weather, Meier said, and he hopes for the same kind of success when "A New Kind of Love" opens later in the month. . . . Variety Tent Three opened its new quarters in the Vernon Manor, 400 Oak St. at Burnett, with an informal party for the press and radio-tv personalities, who liked what they saw. A formal opening for club members and guests is scheduled for Oct. 12. . . . The Tri-State unit of TOA is scheduled to hold its first board meeting Oct. 16 in the new quarters of Variety Tent Three, with president Michael Chakeres, general manager, Chakeres Theatres, Springfield, O., presiding. . . . "Cleopatra," currently playing the Grand, is being promoted as a solution to money problems of the numerous organizations and clubs in this area, who are hard pressed to find way and means to finance their various charity projects. . . . 500 Greater Cincinnatians, readers of the Enquirer amusement section, chose 10 leading citizens as the outstanding VIPs of this area, in a promotion for "VIPs," currently playing the RKO-Albee. Prizes awarded for the promotion included a \$50 U. S. Savings Bond, two \$25 U. S. Savings Bonds, and 50 pairs of guest tickets.

**More  
light  
+  
slower burn=  
lower costs**

 **NATIONAL**  
TRADE MARK

**PROJECTOR  
CARBONS**



## DALLAS

Cyril Stern has the title of champ "sneak preview" attender in the city and has held the title just for the past three years. Stern regularly attends a sneak preview every Sunday at either the Palace or Majestic. He not only attends the previews but attends the theatre regularly "because I like movies." For many months, a call had been coming into the office of Hal Cheatham, exploitation chief here for Interstate Theatres, inquiring if there were to be a sneak preview at either the Palace or Majestic. Usually, sneaks were scheduled; only infrequently was none planned. This information was passed on to the caller. After many weeks of such calls, the voice of the caller became familiar to Cheatham and his office staff. Finally, Cheatham asked the caller for his name and the conversation developed the information about Stern's preference for previews. . . . Charles Chaplin, Greta Garbo, Mae West, and other film greats of the past will be seen in a series of showings this fall at the downtown YMCA. "Camille" with Greta Garbo will be the first of the series to be shown at 8 p.m. Tuesday. The series, open to men and women, will include others such as the Bolshoi Ballet, Shakespearian selections, and others. . . . A group of 16 theatres held special showings of a cancer film at 10 a.m. on Oct. 1 and 2.

## HOUSTON

Jo Ann Booth has joined the staff of the Interstate Theatre Circuit as "Girl Friday" to city manager Al Lever. . . . Paramount designer Edith Head and two actress-models, Christian Kay and Pat Olsen, were here to promote the showing of "A New Kind of Love," currently at the Metropolitan. . . . Sympathy is being extended to Mr. and Mrs. Art Katzen on the loss of their infant baby daughter. Father is publicist here for Interstate Theatres. . . . The Interstate Theatre Circuit set a big drum beat campaign on "Rampage" at the Majestic. . . . The Windsor marked the semi-anniversary showing of "How the West Was Won" with half price for everything. Tickets to the Cinerama attraction were \$1.20 instead of \$2.40 for all

three showings (an additional one was added to the 1:30 and 8:30 p.m. regular showings). Drinks which normally cost 25 cents were sold for 12 cents, and souvenir programs were sold at 50 cents instead of one dollar. Patrons also received a half piece of birthday cake donated by the neighboring Windsor Cafeteria. Sunday was actually the beginning of the film's 30th week at the Windsor, but the anniversary was delayed because of the opening of school, according to Charles Payne, manager. Payne presented a beautiful chair with a matching ottoman to the 262,000th person to enter the film showing.

## JACKSONVILLE

John Hamlet, famed naturalist who is attached to Florida State Theatres complex of entertainment attractions centered around Weekie Wachee Spring, came in for a series of interviews with press, radio, and television personalities in connection with the opening of "Rampage" at the Florida. He was accompanied here by Alec Moss, former Paramount publicist from New York, who now resides in north Palm Beach. A few years ago, Hamlet was instrumental in carrying out a crash program of airlifting planeloads of rhesus monkeys from the jungles of Malaya to the Jacksonville airport for use in experiments leading to the perfection of the Salk vaccine for fighting polio. He and Moss also went into the Daytona Beach, Orlando, St. Petersburg, Tampa, and Miami areas for similar interviews in advance of first-run openings of "Rampage" in other Florida State Theatres' houses. . . . Rube Jackter, Columbia executive from New York, and Sam Galanty, Columbia regional supervisor from Washington, D.C., visited here briefly with Ed McLaughlin, Columbia manager for Florida. . . . Judson Moses, southeastern publicist for MGM from Atlanta, came in for advance exploitation programs on "The V.I.P.s." Locally, "The V.I.P.s" has been booked into Sheldon Mandell's Five Points Theatre for a minimum of six weeks. . . . John Hart, Prudential Insurance executive and husband of WOMPI leader Mary Hart of FST, has been named international chairman of Co-WOMPI, a group

composed of the husbands and other male friends of WOMPI members. John was a co-founder of Co-WOMPI and served as its first chairman in 1961. . . . Jim Black, former Warner Bros. salesman on the staff of the Atlanta branch, died of a heart attack in San Angelo, Tex. . . . Clint Ezell, local exhibitor for many years, has joined the staff of the Roy Smith Co., theatre suppliers. . . . Roy Smith, owner, Roy Smith Co., and Thomas L. "Tommy" Hyde, general manager, Kent Theatres from Vero Beach, attended sessions of the Alabama-Georgia-Tennessee Theatre Owners annual convention at the Dinkler Hotel in Atlanta. . . . The Florida peninsula was struck by a week-long series of gusty rains and winds that reached gale force in many locations. The weather, seasonal at this time of year when hurricanes form in the Caribbean areas of the Atlantic and the Gulf of Mexico, had an adverse effect on theatre business, especially drive-ins. The San Marco Drive-In, St. Augustine, was closed temporarily by owner Louie Kaniaris because of flooded grounds. . . . Judge May, Florida Times-Union amusements writer, said in his Sunday "Star Gazing" column: "That famous literary device, the romantic triangle, comes into its own to inspire the plots for three movies that will be playing at local theatres this week." The three he named and also recommended in his lengthy column were "Lancelot and Guinevere" at the Imperial, "Rampage" at the Florida, and "The V.I.P.s" at the Five Points. . . . With the advent of the fall season, many independent drive-ins have gone into a "\$1 per carload" policy. These include Capt. and Mrs. Hans Vige's Pinecrest, Carl Carter's Air-Base, Cecil Cohen's Twin Hills, and John Bowler's Oceanway. Other drive-ins, including circuits, have retained their 75 cents admission price for adults, while admitting children under 12 free. In this group are Dixie Drive-In's Atlantic; Herman Meiselman's Fox and Midway; Kent Theatres' Blanding, Main Street and Southside; and Carl Carter's Ribault.

## MEMPHIS

"The movie industry dying? Never, never, so long as Darryl F. Zanuck keeps a hand

# Area Film Exchange Listings

## BOSTON

ACADEMY—60 Church St.—542-9315—Thomas J. Donaldson, Mgr.  
ALLIED ARTISTS—39 Church St.—HUBbard 2-4360—Ben Adams, Mgr.  
AMERICAN INTERNATIONAL—46 Church St.—Liberty 2-0677—  
Harvey Appell, Mgr.  
BUENA VISTA—260 Tremont St.—HAncock 6-9360—Herbert J. Schaefer, Mgr.  
JOSEPH G. COHEN—20 Winchester St.—462-0780—Joseph G. Cohen, Mgr.  
COLUMBIA PICTURES—45 Church St.—HAncock 6-8980—Thomas F. O'Brien, Mgr.  
CONTINENTAL—60 Church St.—Liberty 2-2909—Francis Charles, Mgr.  
DAVIS—Statler Office Bldg.—HAncock 6-2274—Mel Davis, Stan Davis, Mgrs.  
EMBASSY—20 Winchester St.—HUBbard 2-3325—Joseph Wolf, Mgr.  
FORTUNE—260 Tremont St.—Liberty 2-3203—Abe Weiner, Mgr.  
ELLIS L. GORDON—504 Statler Bldg.—HAncock 6-0798—Ellis L. Gordon, Mgr.  
METRO-GOLDWYN-MAYER—46 Church St.—HAncock 6-0044—Ben Bebbchick, Mgr.  
PARAMOUNT—260 Tremont St.—426-1070—John G. Moore, Mgr.  
EDWARD RUFF—260 Tremont St.—Liberty 2-2797—Edward Ruff, Mgr.  
SECOND NATIONAL—260 Tremont St.—HAncock 6-8958—Sam Richmond, Mike Segal, Mgrs.  
TWENTIETH-FOX—115 Broadway—426-2180—Al Levy, Mgr.  
UNITED ARTISTS—52 Church St.—HAncock 6-6540—Burton Topal, Mgr.  
UNIVERSAL—60 Church St.—HAncock 6-8760—E. Myer Feltman, Mgr.  
WARNER BROS.—330 Stuart St.—482-3290—William Kumins, Mgr.

## CHARLOTTE

ALLIED ARTISTS—308 S. Church St.—333-9261—William G. Carmichael, Mgr.  
AMERICAN ASTOR—311 S. Church St.—375-5512—Walter Pinson, Mgr.  
BUENA VITA—221 S. Church St.—333-8491—L. Terrell, Mgr.  
COLUMBIA—226 S. Church St.—ED 2-2156—Robert Williamson, Mgr.

DOMINANT—221 S. Church St.—334-1391—H. Kerr, Mgr.  
FREE LANCE—513 S. Tyron St.—377-7966—  
HOWCO—303 W. 3rd St.—ED 4-6426—Scott Lett, Mgr.  
METRO-GOLDWYN-MAYER—301 S. Church St.—332-5147—A. Boyette, Mgr.  
NATIONAL SCREEN—330 West 3rd St.—333-6628—Robert Simril, Mgr.  
PARAMOUNT—222 S. Church St.—332-5101.  
UNITED ARTISTS—225 W. 3rd St.—ED 2-5077—B. H. Keeter, Mgr.  
UNIVERSAL—313 S. Church St.—ED 2-3159.  
VARIETY—221 S. Church St.—333-0369—Robert W. McClure, Mgr.  
WARNER BROS.—311 S. Church St.—FR 6-5611—R. E. Heffner, Mgr.

## WASHINGTON, D. C.

ALLIED ATISTS—913 N. Jersey Ave.—638-6450—M. A. Lispner, Mgr.  
AMERICAN INTERNATIONAL—227 H. St.—347-2508—Jerry Sander, Mgr.  
BUENA VISTA—734 3rd St.—737-0353—Joe Brecheen, Mgr.  
BOXOFFICE—Warner Bldg., 13th & E. St., N.W.—347-3221—Sheldon Tromberg, Mgr.  
COLUMBIA—711 4th St., N.W.—628-4035—Ben Caplon, Mgr.  
CONTINENTAL—Warner Bldg., 13th & E. St., N.W.—347-6058—Bob Folliard, Mgr.  
JOE GINS—Warner Bldg.—783-4040—Joe Gins, Mgr.  
METRO—Warner Bldg. 347-6530—Otto Ebert, Mgr.  
PARAMOUNT—306 H. St., N.W.—628-7661—Herb Gillis, Mgr.  
TWENTIETH-FOX—415 3rd St.—347-8420—Howard Kinser, Mgr.  
UNIVERSAL—227 H. St., N.W.—638-4141—Alex Schimel, Mgr.  
UNITED ARTISTS—1411 K. St., N.W.—628-6316—Ed Bigley, Mgr.  
WARNER BROS.—901 N. Jersey Ave., N.W.—628-1130—Ben Bache, Mgr.  
WHEELER—1013 N. Jersey Ave., N.W.—783-8938—Sam Wheeler, Mgr.  
PARADE & MEDALLION—Box 647, Woodmoor Station, Silver Springs, Md.—  
Harold Levy, Mgr.  
IRA SICHELMAN—614 9th St., N.W.—638-6528—Ira Sichelman, Mgr.



in the business," praised Connie Richards, entertainment editor of the Memphis Commercial Appeal, in a column discussing the McCall's Magazine article revealing Zanuck's scheme for the movie industry to turn the tables on television. "Mr. Zanuck has gotten in a smart amount of practice searching for silver linings during the past few years, and there are some who condemn his activities as cure-or-kill. But let other studio chiefs contemplate past industry sins and wish for the old days. Mr. Zanuck has vigorous plans for the future. He has adopted a rare Hollywood viewpoint—long range. It will be interesting to see what happens." The plan for turning the tables outlined in McCall's by Zanuck is for MGM and Columbia to join Zanuck's company in selling their real estate holdings in and around Hollywood and move to a jointly owned and operated new studio on 2,500 acres owned by Fox in nearby Malibu. . . . "55 Days at Peking" was selected as the Adult-Movie-of-the-Month by the Better Films Council, and "A Ticklish Affair" was the selection as the Family-Movie-of-the-Month. The September meeting of the Council featured Academy Award-winning melodies. Plans for the fall and winter were announced, and the following new officers introduced: Mrs. James Fay Hall, president, and Mrs. Walter Davis, Mrs. Albert Ruh, Mrs. George Westerfield, Mrs. Cleve Read, Mrs. Richard Berry, and Mrs. Morgan Sheehan. . . . Tipton, Monette, Ark., is closed. . . . Jack Durell, Rowley United Theatres, announced that Rowley began operation of the Park, North Little Rock, Ark., on Oct. 1. . . . Loew's State reports a good response to its Golden Age Club. Many senior citizens have signed up to get matinee tickets for 50 cents and evening tickets for 75 cents, a big savings. . . . Four chartered buses and many cars took guests from Memphis to "Bob's Party" at Holly Theatre in Holly Springs, Miss. The host was Bob Bostick, official of National Theatre Supply, Memphis. Around 300 guests viewed special films and later had a chicken dinner. Mrs. Bostick, who assisted her husband in entertaining, wore a Dior black sheath gown she brought home from a recent trip to Paris. . . . Jerry Adams is now operating Rebel Drive-In, Oxford, Miss. . . . Malco Theatres has reopened U-Ark Theatre, Fayetteville, Ark. . . . Recent closings include the following drive-ins: Sunset, operated by W. F. Ruffin Jr., Martin, Tenn.; 270, operated by J. W. Clark, Sheridan, Ark.; and Royal, West Point, Miss. . . . Mary K. Baker was the hostess for the September meeting of WOMPI. "Come hear the tales that one girl will tell on the other of the happenings in Dallas," advised the clever invitations to the dinner meeting.

## NEW HAVEN-HARTFORD

Stanley Warner has started a new series of foreign films on Tuesdays and Wednesdays at the deluxe College, adjacent to the University of Connecticut campus. Initial attraction was Continental's "The Loneliness of the Long-Distance Runner." John Scanlon III is resident manager. . . . Mrs. Margaret A. Mortensen, SW Capitol, Willimantic, as an experiment in boosting Saturday kiddie matinee trade, advertised a "Buddy Day," offering free admission to a youngster accompanied by a ticket purchaser. For the occasion, she screened AA's Bowery Boys revival, "Spy Chasers," and also conducted a "Race Day" competition on her stage. Response was "most encouraging." . . . The X Realty Company of Hartford,



The Variety Club of New England recently received the International Heart Award for the part they have taken in the Jimmy Fund Drive to help further research of cancer in children. Seen congratulating the officers, left to right, are U. S. Senator Edward M. Kennedy; William S. Koster, Philip Loewe, and Norman Knight.

which acquired the former Phillips, Springfield, Mass., some months ago from the Nicholas Zeo interests for \$246,000, has leased the theatre to George Keffalopoulos, who operates the Fenway, Boston, the latter planning a policy of distinctive first run foreign and domestic films. Initial attraction was Continental's "Heavens Above." The theatre has been closed for some time. The Phillips is situated on Springfield's Sumner ave. at an intersection fondly called the X by Springfielders—hence the use of the phrase in real estate designation. Keffalopoulos has changed theatre's name to Cinema X.

## NEW ORLEANS

Sympathy is extended to Mrs. Effie Carlisle on the death of her father in Columbus, Miss. . . . Jimmy Briant, retired MGM exchange manager, dropped in at the Paramount exchange for a visit with his son, Bill, who is manager there. . . . Doyle Maynard and Jimmy Thompson, of the Don Theatre and Kings Drive-In, Alexandria, La., purchased the Tech Theatre and Ruston Drive-In, Ruston, La., from Charles Butterfield. . . . Lee Abraham reopened the Trace, Port Gibson, Miss. . . . Lew Langlois reported the sale of the Star, New Roads, La., which is closed at present. . . . Gulf States Theatres closed the 51 Drive-In, Jackson, Miss., for the winter. . . . The Pines Drive-In resumed after replacement of booth equipment damaged in a recent fire. . . . MGM moved into new offices in the Miles Building, 2025 Canal Street. . . . Carolyn Sutter is the new secretary to Gerald S. Kennedy, 20th-Fox manager. She follows Wanda Arliss, resigned. . . . Mrs. Connie Cologne and Mrs. Grace Huerstel will soon resign from 20th-Fox. Both are looking forward to a visit from "the big bird." . . . Earl Schroeder, Allied Artists office manager, and his wife, are vacationing at Yellowstone National Park. . . . Mrs. Annie King retired after years of service with United Theatres' managers' staff, the past few years as manager of the Abalon. She was tendered a farewell party at the home office and gifted. She is succeeded by Dominick Ollister, who is returning to United Theatres, after several years' absence. . . . Sidney Cospolich is back at the helm of the Clabon, a unit of United Theatres, after an absence of two years. . . . M. A. Connett has added the Rose, Hartford, Ala., to his string of theatres. . . . Local WOMPI's entertained the ladies at St. Anna's Home. . . . Senior citizens of New

Orleans were asked to join Loew's States recently established Golden Age Club. The local RKO Orpheum and the Cinerama Theatre also issue Golden Age cards which entitle holders to reduced admission prices. . . . Jerry Adams is the new manager at Gulf State's Paramount, Greenwood, Miss., succeeding Mrs. Beatrice Habig. . . . The Star, New Roads, La., reopened under the new ownership of Jack Hornsby. . . . Charles Williams has leased the Ace, Natchez, Miss., from Clarence Dossett.

## PHILADELPHIA

The annual dinner meeting of members of Tent 13, Variety Club of Philadelphia, will be held Oct. 21 at the Burgundy Room of the Bellevue-Stratford Hotel. An election of 11 members of the Crew for the ensuing year and the election of delegate and alternate delegate to the convention will take place. . . . Myron Weinberg, director of group sales for 20th-Fox's "Cleopatra" was in for conferences with Stanley Warner officials. . . . The Philadelphia Motion Picture Preview Group will hold its annual card party on Oct. 31 in Wanamaker's Greek Room. Mrs. Samuel Epstein is chairman of the affair. . . . George M. Schwartz Theatres' Kent Drive-In, on U.S. 13 three miles south of Dover, Del., is putting a new face on the snack bar and will reopen soon. . . . Phyllis Cervini, secretary

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia 30, Pa.  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C.  
DUpont 7-7200

PROGRESSIVE ELECTRIC  
CONSTRUCTION CO. INC.  
240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance





Seen on the recent occasion of 'Tiny' Goldsmith's 75th birthday party at the C. R. Club, Philadelphia, were Irving Blumberg, Warner Bros. publicist; Ben Blumberg, Marty Aninsman, Goldsmith, Lou Colantuano, and Tony DeCarlo. Some 40 old-time employees of Stanley Warner Theatres, many still with the company, attended the reunion.

to Nate Milgram, Nathan Milgram Services, announced that she would be married to Walter Gagajewski on Oct. 26. . . . The Howard, 2614 N. Front Street, reopened as the Howard Follies for adults only under New York management. . . . It was reported that the Ogontz was going to reopen with colored stage-shows. . . . Don Hicks, Paramount branch manager, and his wife are on vacation in California. . . . Harry Blumberg, Blumberg Brothers, was in Hahnemann Hospital. . . . Milgram Theatres, Inc., Fox Building, is now doing the booking and buying for the State, Newark, Del.; the Laura, Montoursville, Pa., the Ritz, Weatherly, Pa., and the Ritz, Nuremberg, Pa. . . . Independent distributor Ferd Fortunato may now be reached at 1424 Vine Street. . . . Paul Klieman has taken the Leader from Stanley-Warner. He has closed the Stratford; and Fans will be dismantled, according to reports.

## SAN ANTONIO

Bill Lewis, publicist for Columbia Pictures with headquarters in the Dallas exchange, was in to assist in the opening of two Colum-

bia releases, "In The French Style," slated to open at the Woodlawn, and "The Three Stooges Go Around the World in A Daze," at the Texas, both operated by Cinema Art Theatres. . . . John Santikos has booked for a run at the Olmos beginning Oct. 10 Walt Disney's reissue of "20,000 Leagues Under the Sea." . . . "Irma La Douce," surprise box-office smash of the year, has been booked to play an exclusive suburban run at the Laurel beginning Oct. 10. This is on the heels of its recent five week stand at the downtown Aztec. Tom Powers, city manager, Cinema Arts Theatres, says the picture is now going into its 13th week at the Esquire in Dallas and that he expects to run the film between eight to 12 weeks at the Laurel. . . . Eric Brendler, manager, Broadway, where "Cleopatra" is currently showing, has announced that something special is being added to the schedule of showings on Saturday mornings from 9 a.m. to 1 p.m. It is a "Cleopatra" Coffee Clutch for all military personnel, families, and students. There will be free coffee as the patrons enter the Broadway, and admission will be \$1 no seats reserved.

## 200 Exhibitors In COMPO Drive For Bill Of Rights

NEW YORK—More than 200 exhibitors in all sections of the country have agreed to serve in COMPO's campaign for promotion of greater public awareness of the Bill of Rights, it was revealed by Charles E. McCarthy, executive vice-president of the Council of Motion Picture Organizations.

Nearly all states in the Union are represented on the list of exhibitors who have responded favorably to COMPO's request for cooperation, McCarthy said. Many of those who have declined to serve have expressed their sympathy with the movement.

McCarthy explained that those asked to serve on state committees were exhibitors who had previously served in COMPO's campaigns. It is expected that as members of state committees they will enlist the support of other exhibitors in their areas.

COMPO is conducting its campaign, McCarthy explained, because it has become evident in many censorship battles that public indifference to the Bill of Rights makes it possible for agitators for motion picture censorship to find public support, which in turn encourages legislators to promote censorship legislation.

"The hearings now being conducted by the Marano legislative committee in New York," McCarthy said, "are an example of legislators' readiness to ignore the Constitutional freedoms guaranteed in the Bill of Rights. Most of the members of the committee are lawyers and are thoroughly cognizant of the United States Supreme Court's rulings on censorship. Yet in their comments on testimony, they seem disposed to brush aside testimony pointing out the unconstitutionality of their proposed legislation as if this unconstitutionality were of little consequence. Such seeming indifference to constitutional arguments always wins the approval of those advocates of classification that may be attending the hearings.

"Were the public at large more keenly aware of the Bill of Rights and the necessity of preserving it intact, there would be more public opposition to censorship agitation with a consequent caution among legislators. To make the public more aware of the need for protecting our basic freedoms is the aim of COMPO's campaign, and we are delighted that exhibitors throughout the country recognize this fact and are willing to help."

Authorization for the campaign was voted by the COMPO executive committee last May following a study made of the subject by a committee named at a COMPO meeting last November. The campaign is being organized by a committee composed of Richard Brandt, T. Manning Clagett, Irving Dollinger, Emanuel Frisch, Harry Goldberg, McCarthy, D. John Phillips, Barbara Scott, Morton Sunshine, and Margaret Twyman.

## "Day" Tops \$25 Million

NEW YORK—Seymour Poe, executive vice-president, 20th Century-Fox, revealed that the first year of release of Darryl F. Zanuck's "The Longest Day" has returned to the company \$25,275,000 in rentals. It has been the company's biggest profit-maker, on a negative cost of about \$9,000,000. It's expected world gross is now \$32,000,000, the highest grossing black-and-white film in history.

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

You only need three of the above  
letters to spell more profits from your  
concessions — and they are A B C.

(And we do the job from A to Z)




**ABC VENDING CORPORATION**

BERLO DIVISION


333 SOUTH BROAD STREET, PHILADELPHIA 7, PA.

Offices in all Principal Cities







THEATRE OWNERS  
OF AMERICA



NATIONAL ASSOCIATION  
OF CONCESSIONAIRES



THEATRE EQUIPMENT AND  
SUPPLY MANUFACTURERS  
ASSOCIATION



THEATRE EQUIPMENT  
DEALERS ASSOCIATION

# PHYSICAL THEATRE

•

# EXTRA PROFITS

TOA ★ NAC ★ TESMA ★ TEDA

PRESENT THE

**1963**

**TRADE**

**SHOW**

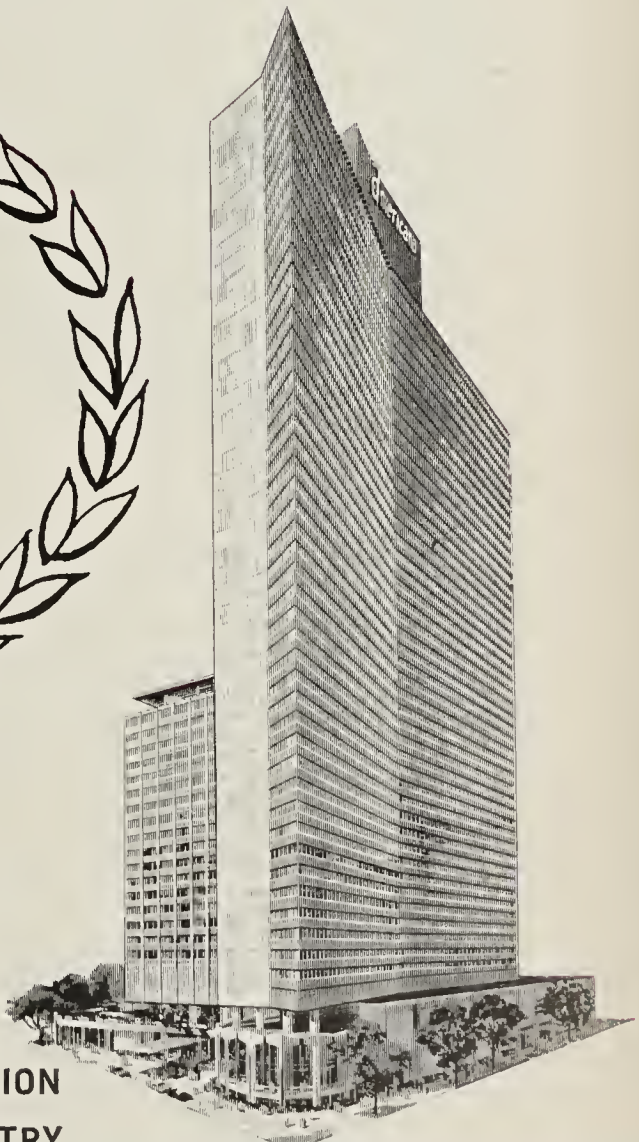
OF THE COMBINED MOTION PICTURE  
THEATRE, EQUIPMENT AND CONCESSIONS  
INDUSTRIES

OCTOBER

28-29-30-31

**americana**  
OF NEW YORK

NATIONAL MEETING PLACE FOR THEATRE AND CONCESSION  
MANUFACTURERS AND SUPPLIERS SERVING THE INDUSTRY



PRE-CONVENTION ISSUE

Volume 18                      Number 10

October 16, 1963

*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*



# THIS IS THE TICKET



Good for First-Class transportation to bigger sales and higher profits — when you reserve a prominent place for Dr Pepper in your vending machines.

People everywhere are saying, "It's different... I like it," about Dr Pepper. Not a cola... not a root beer, Dr Pepper has that distinctively different taste that folks go for in a big way. And the sales records prove it! For more than 14 years, Dr Pepper fountain-vending sales have been jetting past all previous records! Climb aboard the big profit rocket! Give your customers what they want by having Dr Pepper in your vending machines and snack bar dispensers. Get Dr Pepper now! For more information write to Fountain-Vending Division, Dr Pepper Company, P. O. Box 5086, Dallas, Texas.

*now available.....*

*same great name*

*same great flavor!*

*dietetic*

*Dr Pepper*

*only 1/3 calorie per ounce*

Dr Pepper Company, Dallas, Texas, 1963



## Why Can't Theatres ?

All of us have asked ourselves at one time or another during the past decade what a theatreman can do to compete more effectively for the thinly spread public entertainment dollar.

A good place to begin is to forget normal, day-to-day approaches—think differently, even radically. The prosaic, mundane treatment of trying questions facing exhibition will not yield the answers we seek.

It is often stated that subject matter and subject matter only is the criterion for profit or loss at the boxoffice. This conjecture, for instance, can be readily dismissed as a half truth. Of course a well-made film with a good cast and story is a great help to the exhibitor looking for boxoffice. But a large part of normal boxoffice expectation for any situation depends on the standing appeal of the house itself to the patrons in its drawing area. We feel that theatres must go even further in enhancing their public appeal.

By now, the old adage "sell the sizzle and not the steak" has been milked of much of its impact; nevertheless, it still applies and certainly to theatres.

The contents of a can of beans doesn't change over the years, but packagers have learned that changing the label can be important. Packaging has become all-important in creating mass public appeal—and your theatre is the package that presents motion pictures.

The exhibitor can't change the contents of the film he is presenting—but he can change the package. Certainly there has been a steady evolution in theatre design over the years, but have the changes been dramatic enough—fast enough to keep up with the ever-changing public taste?

Modern conceptions of retail merchandising owe a large part of their proven success to the practise of continual change as an integral part of the approach. The timidity of manufacturers who feared even slightly altering their products appearance lest the public have difficulty in identifying it, was quickly dispelled when competitive products hit the market. The urge to try something new, in itself, often offsets consumer preference for a familiar product. Why? Because product improvement has become an effective lever for wooing new customers making it a strong competitive tool in the American sales scene.

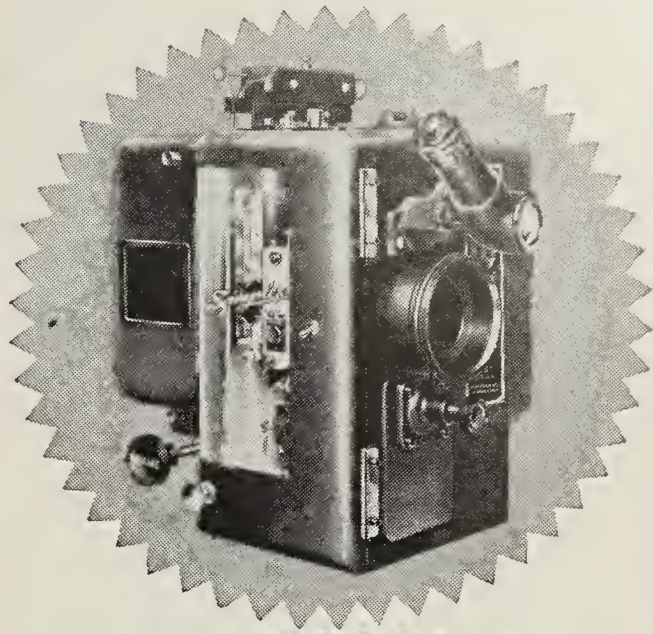
In 1963, the manufacturer who forgoes change is running a high risk of being bypassed and forgotten. In the motion picture theatre, sameness is not altogether attributable to necessity. Why couldn't a theatre be designed so that moods could be created by altering lighting, or atmosphere varied to enhance the presentation of an unusual attraction? Why must theatre chairs be of the same color? How about a mosaic of complementary, yet different fabric colors?

We should ask ourselves these questions, for one way to compete more effectively is to make an indifferent public sit up and take notice. It's been done before, and we will have to keep on doing it or run the same risk of being bypassed and forgotten.

**PHYSICAL THEATRE • EXTRA PROFITS •** Sectional department of **MOTION PICTURE EXHIBITOR**, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia 7, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

**Al deProspero, editor**

*Simplex*  
**X•L**



**LEADERSHIP IN  
PROFESSIONAL  
PROJECTION**

Today's new Simplex X•L projector is the result of four decades of engineering and performance know-how by the world's largest manufacturer of professional motion picture projectors.


Continually being improved and refined to meet every new advance in motion picture presentation, the famed X•L combines brilliant performance, remarkable reliability, unmatched economy and a long list of exclusive features simply not available on any other equipment.

For all the facts,  
call your National man.



**National**  
THEATRE SUPPLY COMPANY

HOME OFFICE, 50 PROSPECT AVE., TARRYTOWN, N.Y.

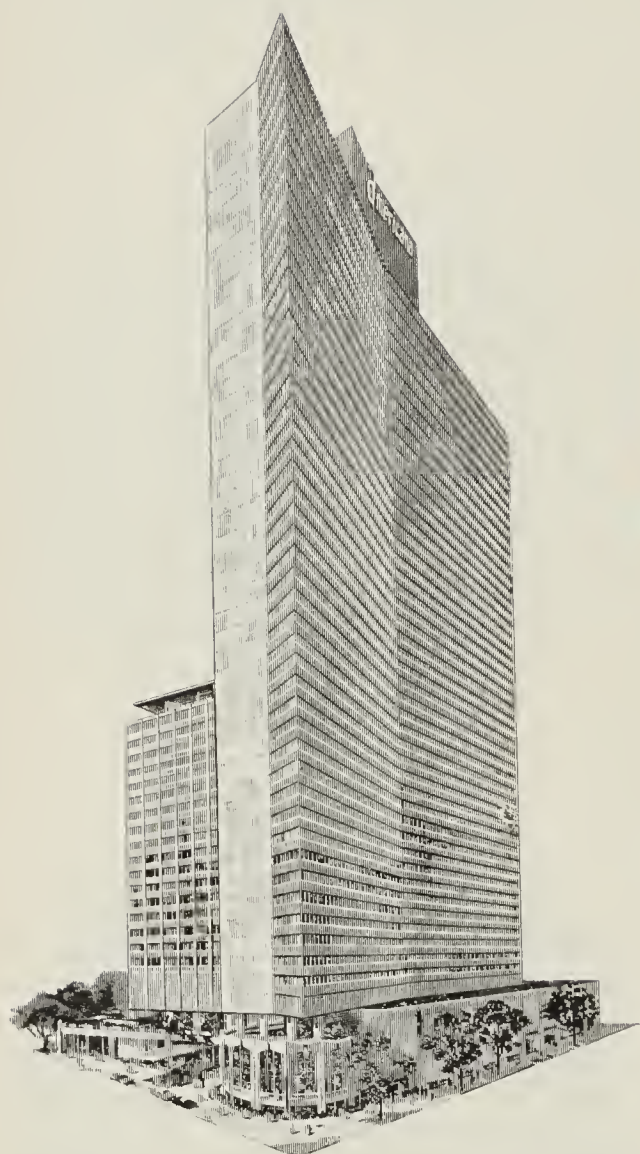
Subsidiary of General Precision Equipment Corporation 



# 1963's

# BIG

# CONVENTION



The vast machines such as the ones that mount America's singularly American contribution to big business, the annual conventions, are elaborate and delicate things. At the heart of these amazing mammoths one usually finds a hard core of skilled organization men.

That they manage to cut through the mountainous jumble of details each year is, of itself, an indication of their capacities for sheer work. For the outsider who, say, walks into the big auditorium every year and beholds the order of rows of booths filled with the latest goodies each manned by some company's staff, there remains the sheepish admiration of the visiting housewife for her peer's sparkling adobe. All of this for me, she might like to say.

It is intriguing that convention planning and preparation is, by and large, a part time activity that the aggressive businessman inherits as naturally as a handcrafted sharkskin suit.

Conventions have become the weddings and funerals of big business. The double promise of business and pleasure lures Americans from every corner of this sprawling country to the marts and marketplaces that have, by now, come to regard the conventions as top ranking industries in their own right.

This can be safely taken as an absolute good, especially in this industry of ours where face to face meetings have been growing increasingly scarce.

For those of you who come to

New York in two weeks, there will be an impressive amount of activity. More faces, more meetings, more equipment to look at than in many another year. Exhibit space for manufacturers of the theatre and concessions equipment you use had been bought up nearly two months before the show was scheduled to open, and for good reason. The past year has seen more new equipment come on the scene than in quite some time.

The organizations themselves, NAC, TOA, TESMA, and TEDA, have undergone some stimulation that should have been apparent to those they serve. Bigger turnouts at the concessionaires regional powwows—the appearance of several new newsletters and organizational periodicals—these and other signs of life and newfound interest can mean only one thing to the industryite contemplating the road to New York City . . . MORE.

With four organizations running concurrent conventions, the range of appeal must, of necessity, broaden. Regardless of which

area of the business you are involved in, there will be something concrete to be gained by attending.

If you are planning to do anything in the coming year, the booths at the Americana will afford you an opportunity to inspect first hand the host of new items available. Those who are contemplating constructing a new theatre will find the latest chairs, the newest projection and sound equipment, and other supplies.

If you are planning to redo your concession stand, you will find a wide range of lines for all

## PHYSICAL THEATRE EXTRA PROFITS

Vol. 18, No. 10

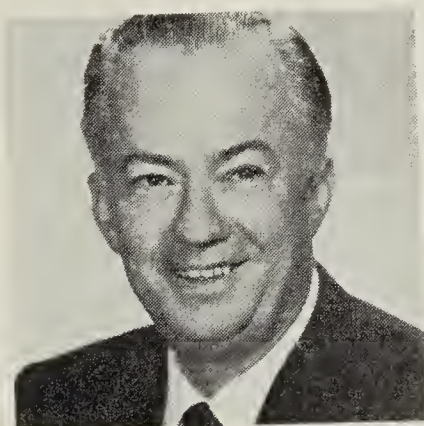
October 16, 1963



TOA



**JOHN H. STEMBLER**  
*President*

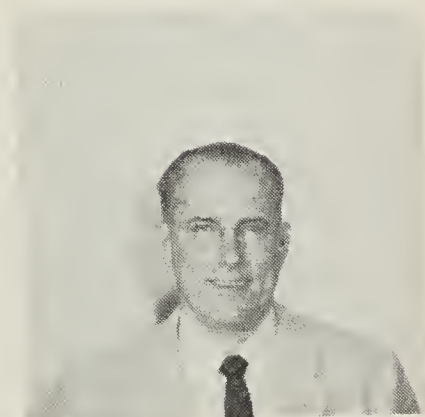


**AUGIE J. SCHMITT**  
*President*

NAC

# AND TRADE SHOW

TESMA



**LARRY W. DAVEE**  
*President*

TEDA



**E. H. GEISSLER**  
*President*

## Program Abstract

**Sunday, Oct. 27**

1:00 PM NAC Board Meets

**Monday, Oct. 28**

10:00 AM Popcorn Seminar

12:30 PM Luncheon

2:00 PM Opening of Trade Show

2:00 PM Visit Trade Show 'til 6

**Tuesday, Oct. 29**

8:45 AM Bus Tour of Theatres  
(Snack Enroute)

2:00 PM Visit Trade Show 'til 6

**Wednesday, Oct. 30**

8:00 AM Joint Breakfast

8:30 AM All Star Program

12:45 PM Luncheon Business Meet.

2:00 PM Visit Trade Show 'til 6

8:00 PM Pepsi-Cola Party

**Thursday, Oct. 31**

9:00 AM Merchandising Forum

12:30 PM Luncheon

2:00 PM Visit Show 'til 5 PM

6:30 PM National Carbon Party

8:00 PM President's Banquet  
Host: Coca-Cola.  
Followed by NAC  
Farewell Cocktail Party.

**Friday, Nov. 1**

10:00 AM NAC Board Meets

kinds of situations. Those who are interested in better management will be happy to learn that some of the top men in the industry have consented to address the meetings of concessions men on how to's.

No matter what your special interest is, there will be an expert to advise you on the problems you encounter in your day-to-day operation.

It is, of course, impossible for any exhibitor or concessions manager to keep abreast of all the recent developments in the equipment or managerial field, and this in itself is a worthy reason for the forthcoming meeting in New York.

Under one roof is assembled the composite of the entire industry's efforts for the year. Anyone whose business it is to know what has been going on is thus afforded a chance to make up for lost time.

Can you afford not to go? This time, a great many exhibitors will have to answer no. With the first upsurge in construction and the accompanying stimulation it provided, all of us should make an effort to discover what kind of show the vast machine has created for us this year.

Take our word for it, it's a big one!



# Who's Who—

Where The Companies Will Be  
and What They Will be Exhibiting

## In the Americana Booths

The following is a detailed list of companies exhibiting in the Americana Hotel, New York, for the coming NAC-TOA-TESMA-TEDA Trade Show and Convention. The data is as accurate as possible at press time, and should enable visitors to locate exhibits with ease.

**ADLER SILHOUETTE LETTER CO.**—Booth numbers 64-65. Ben H. Adler, president; and Robert J. Rose, sales manager, will be at the booth. Three-D plastic and cast aluminum marquee letters, Remova-Panel and regular marquee frames will be displayed.

**AMERICAN SEATING CO.**—Booth numbers 28-29-30. Robert J. Hemkes, field sales manager; Martin Kornbluth, Edward Thompson, and Arkie Trento, field sales special accounts; Gene Campbell, product manager; and Fred Van Slooten, eastern div. manager, will be at the booths. On display you will find the company's new "Stellar Series" of theatre chairs.

**C. S. ASHCRAFT MFG. CO.**—Booth numbers 52-53. Clarence Ashcraft, president, will be at the booth. Core-Lite and Cinex lamps, plus multi-phase rectifiers will be shown.

**BALLANTYNE INSTRUMENT & ELECTRONICS CO., INC.**—Booth numbers 40-41-42. J. Robert Hoff, executive vice-president, will be at the booths. The Ballantyne line of speakers, heaters, screens, and booth equipment will be displayed.

**BALLY CASE & COOLER, INC.**—Booth number 61. Meet Leon Prince, general sales manager, showing ice cream cases for theatres and D-I's.

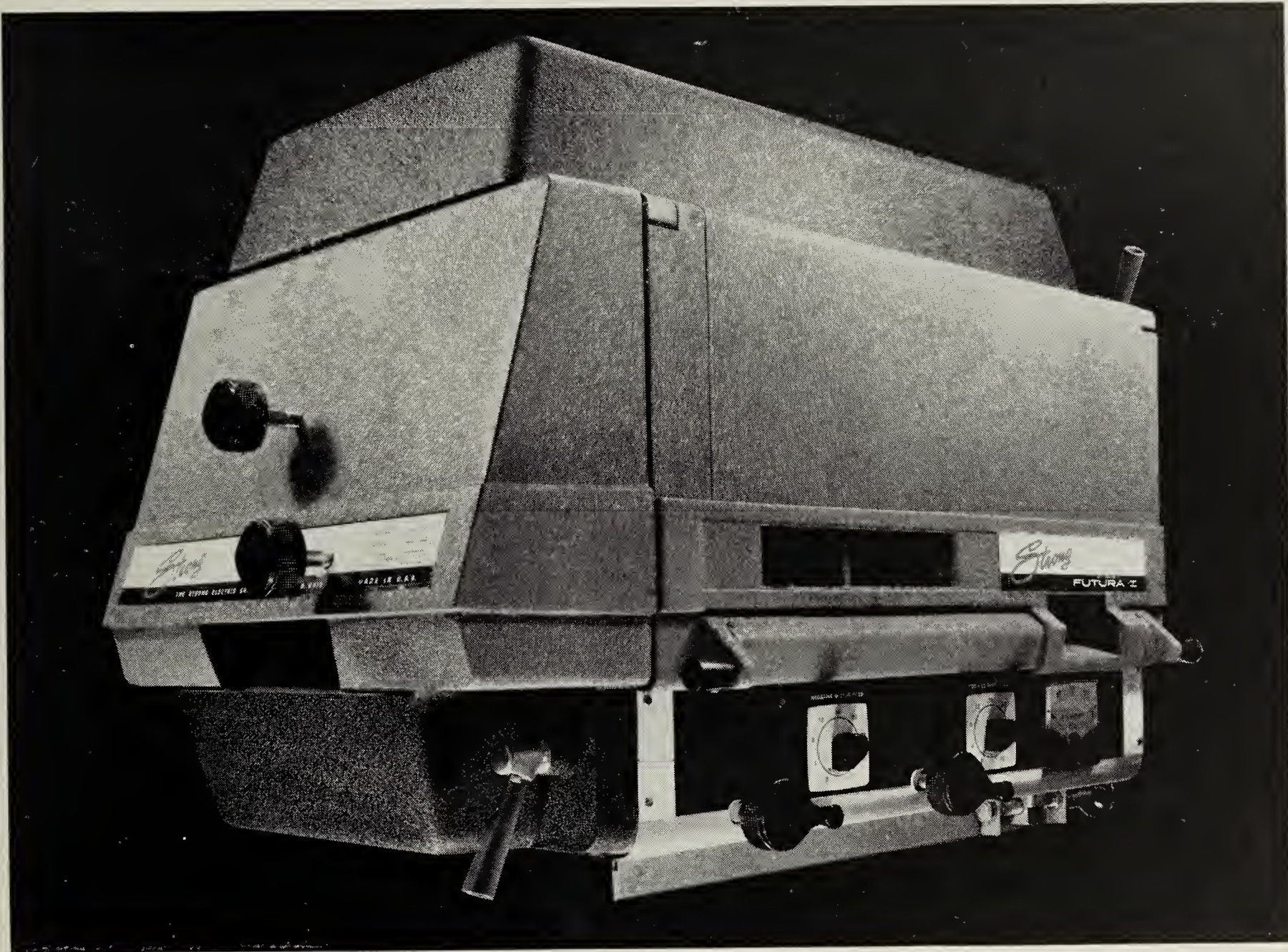
(Continued)

## MOTION PICTURE THEATRE, EQUIPMENT & CONCESSIONS INDUSTRIES TRADE SHOW BOOTH LAYOUT & IDENTIFICATION





# What projection lamp is so good looking and has so many beneficial advantages?



## THE HISTORY-MAKING *Strong* FUTURA!

Fills the requirements of all indoor theatres with screens up to 65 feet and all drive-ins with screens up to 120 feet. Available in three ratings: FUTURA 1 for economy of operation with 11mm carbon trim burning at 75-105 amperes, and the FUTURA 11, with automatic crater positioner for 13.6mm carbon trim burning at 120-160 amperes, or 11mm carbon trim burning at 100-125 amperes. The optical system matches the requirements of all projectors, 35mm or 70mm with simple interchangeability for either film width. 18-inch Strong TUF-COLD reflector for operation above 95 amperes, silvered reflectors for operation below 95 amperes. Burning economical 20-inch carbons, an extra reel can be projected per carbon length. The price? Surprisingly low. Send for brochure now—

The *Strong* Electric Corporation  
21 City Park Avenue • Toledo 1, Ohio



## EXHIBITING FIRMS •

(Continued)

**A. L. BAZZINI CO., INC.**—Booth number 18. Leo L. Coppel.

**SAMUEL BERT MFG. CO.**—Booth number 20. Samuel Bert, Nicholas Bert, and Samuel Bert Jr., owner-partners will be at the booth where you will find a new Bert snow cone machine.

**BLUMENTHAL BROS. CHOCOLATE CO.**—Booth number 85. Joseph Blumenthal will be at the booth. On display will be the Co.'s line of confections.

**BONOMO CANDY DIV., GOLD MEDAL CANDY CORP.**—Booth number 125. Hy Becker will be at the booth, where confections will be shown.

**CANADA DRY CORP.**—Booth number 112. A. W. Walz will be at the booth. Beverages will be displayed.

**CARBONS, INC.**—Booth Number 21. Edward Lachman, president; Frank Riffle, general manager XeTRON Div.; Philip Bordonaro, consultant sales technician, M. E. Pickrell, Jr., sales technician, will be at the Carbons' booth. Two new products will be displayed: Quartzheet units for heating and melting snow in theatre entrances, and the new Xenon enclosed lamp.

**CASTLEBERRY'S FOOD CO.**—Booth number 79. John D. Reynolds, vice president, sales; Don Nunamaker, division institutional manager; Douglas Rabun, sales promotion manager; and Bob Lickteig, sales rep will be at the booth. Barbecue, Hot Chili franks, and other food items will be displayed.

**CENTURY PROJECTOR CORP.**—Booth number 39. L. W. Davee, president; F. E. Cahill, Jr., vice president sales; and Mac Pearce, merchandise manager, will be at the booth where the latest Century projection and sound equipment will be shown. Dealer meetings have been planned.

**CERTIFIED LABORATORIES**—Booth number 17. Harry Lane.

**CHARMS CO.**—Booth number 97. Earl E. Bennett.

**CINE ELECTRONICS SYSTEMS, INC.**—Booth number 44. Stewart Jones will be at the booth where the newly developed Cine-Box will be displayed.

**THE COCA-COLA CO.**—Booth numbers 101, 102, 103 & 106, 107, 108. Harvey Westfall manager, theatre and concession sales; and Charles Okun, assistant manager, theatre and concession sales will be at the booths. Coke will show a completely new beverage dispensing system at the booths. The pressurized satellite system is just being introduced to the trade, and this is one of the first 'looks.'

**CONEX DIV. OF ILLINOIS TOOL WORKS**—Booth numbers 15-16. C. F. Krueger.

## Top Flight Beverage Industry Execs to Speak

NAME BRANDS, MARKETING, MERCHANDISING, QUALITY CONTROL, AND PUBLIC RELATIONS TO BE COVERED BY ALL-STAR PANEL

A panel of beverage industry specialists, a veritable "Who's Who" of the industry, will address a joint session of NAC, TOA, TESMA, and TEDA on Oct. 30.

Wesby R. Parker, chairman of the board and president of Dr. Pepper Co., Dallas, Tex., will speak on "The Impact and Value of Name Brands." Charles N. Baker, vice-president in charge of national sales for the Pepsi-Cola Co., N. Y., will join in the panel when he delivers a talk on "The Value of Tie-In Merchandising."

William E. Uzzell, vice-president and director of marketing for the Royal Crown Cola Co., Columbus, Ga., will discuss marketing. Louis Collins, executive vice-president of Crush International, Inc., Evanston, Ill., will speak on "Quality and Quantity Control."

Also included in the list of top speakers is Thomas J. Deegan, Jr., chairman, Thomas J. Deegan Co., Inc. N. Y. based public relations firm.

Each of the speakers is uniquely suited to covering his topic.

Wesby R. Parker's business career, prior to joining Dr. Pepper in July 1956, covered a wide range of sales management, advertising and merchandising assignments in the food industry. From 1922 to 1944, Parker was associated with Pillsbury Mills Inc., and from 1944 to 1956 he held several executive posts with General Foods Corporation divisions.

Elected to the board of directors of Dr. Pepper in February 1957, Parker was named president in March 1958 and chairman of the company's board of directors in March 1962. In 1959 he was a director and chairman, retail relations committee of Brand Names Foundation, Inc.

Thoroughly experienced in all phases of marketing, merchandising and selling, Pepsi-Cola's Charles Baker has been with the company since 1942, when his first assignment was as a field representative in the Dallas area. This was followed by a move to San Francisco as regional manager for the then bottle sales division. In 1947 he was appointed Western Division Sales Manager for Fountain Sales, then manager for cup vending sales. He held the latter position until 1952

when he came to New York headquarters to become national sales manager for the National Accounts and Syrup Sales. In 1957 he was elected a vice president of Pepsi-Cola Company and named to head the department.

A veteran of twenty-five years' service with Royal Crown Cola Co., William Uzzell joined the soft drink company in early 1938 as a special sales representative. Since that time he has served as district manager, manager of cooler and vender department, division sales manager for the southwestern states, vice president in charge of sales, and in April, 1961, was elected vice president and director of marketing. In 1963, Mr. Uzzell was elected to the Royal Crown Cola Company Board of Directors.

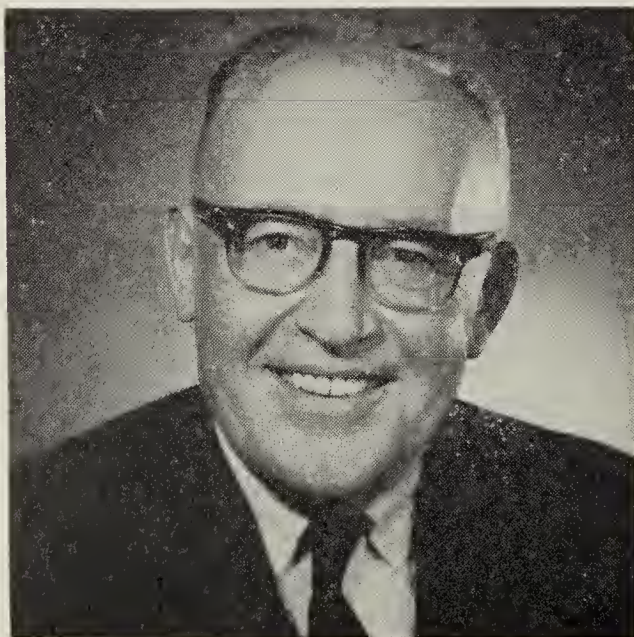
Louis Collins, who will speak on "Quality and Quantity Control," has been connected for many years with the food and beverage industry, having formerly been associated with Dominion Stores Limited, a leading national supermarket chain in Canada.

As executive vice-president of Crush International Inc., (formerly Orange-Crush Company) Collins directs the far flung operation of Crush and the recently acquired Hires Root Beer Division throughout the United States, Europe and Latin America.

After eight years as a staff reporter on The New York Times, Thomas J. Deegan, Jr. entered the field of public affairs in 1938 serving for almost fifteen years as an executive in Allegheny Corporation, Chesapeake and Ohio Railway Company. In 1957 he established his firm, whose clients, in addition to Cola-Cola, include Radio Corporation of America; The Pittston Company; National Broadcasting Company; Time, Inc.; Allied Van Lines, Inc.; Union Oil Company of California; and others.

Educated at Fordham University, Deegan serves on the Boards of the Bank of Commerce, The Fifth Avenue Association, Regional Plan Association, and the Boy Scouts of America. In 1962 President Kennedy appointed him to the Board of Visitors of the United States Naval Academy.

Deegan is also unsalaried chairman of the executive committee of the New York World's Fair 1964-65 Corporation.



Wesby R. Parker, chairman of the board and president of the Dr. Pepper Co. will speak to a joint session on "The Impact and Values of Name Brands."



Thomas J. Deegan, Jr., chairman, Thomas J. Deegan, Inc., public relations counselor for The Coca-Cola Co., will address concessionaires and theatre owners during the Oct. 30th panel session.



# NOW AVAILABLE FOR DRIVE-INS IN 70mm!



"BEST PICTURE OF THE YEAR"  
Winner of 7 Academy Awards!

## LAWRENCE OF ARABIA

... the fabulous Sam Spiegel-David Lean Academy Award winner, has been released to drive-ins. This first general release of a 70mm film to outdoor theatres is setting the trend for similar availability of other 70mm attractions now ready or being planned. The reason for this is obvious. Nothing less than the 70mm process can show these films the way they are meant to be shown. After all, if 70mm is so thrillingly brilliant on the big indoor screen—think how much more effective it is on the even bigger outdoor screen! 70mm projection is actually 4 times brighter and 4 times sharper than 35mm. No wonder the future of drive-in projection is increasingly and inevitably to the larger process. With Norelco's advanced model AAll Universal 70/35 projector, you not only have the world's finest 70mm equipment—but in less than 4 minutes you also have the most modern, rugged and trouble-free 35mm mechanism. **For today and tomorrow, Norelco 70/35 is your wisest investment.**

The 1962 Academy of Motion Picture Arts and Sciences presented this award for outstanding achievement to the North American Philips Company for the design and engineering of the Norelco Universal 70/35mm motion picture projector.

© AMPAS



©REG. UNITED STATES PATENT OFFICE BY NORTH AMERICAN PHILIPS COMPANY, INC. NORELCO IS KNOWN AS PHILIPS IN CANADA. 100 E. 42nd Street, New York, N.Y. • Phone: 212-OX 7-3600



## EXHIBITING FIRMS •

(Continued)

**CONTINENTAL-APCO, INC.** — Booth numbers 89, 90, 91, 92, 93, & 94. Melville B. Rapp will be at the food and beverage equipment company's displays.

**CRETORS & CO.**—Booth number 66. C. J. Cretors, president; and Ed Chrisman, vice president, will be at the booth. The new Cretomatic popcorn machine, together with other models and carmelcorn and cotton candy equipment will be shown. Cretors will hold its annual sales meet for distributors at the convention.

**CRUSH INTERNATIONAL, INC.**—Booth number 104. Derrill W. Stevenson will be at the exhibits of syrups and fountain equipment.

**CURTISS CANDY CO.**—Booth number 60. Jack S. Bailey will be at the booth.

**DALE SYSTEM, INC.**—Booth number 45. Leonard S. Lowell will be at the booth to explain the company's security system.

**DIXIE CUP DIV. OF AMERICAN CAN CO.**—Booth numbers 114-115. Raymond R. Remaley.

**DR. PEPPER CO.**—Booth numbers 62-63. Robert L. Stone, vice president fountain; W. G. Rautenberg, Southwestern regional manager; Bill Hughes, Western regional manager; Jerry Tripod, Midwestern regional manager; and Jerry Corbin, Eastern regional manager, fountain sales, will be at the booths. Dr. Pepper syrups and dispensers will be shown. The company is sponsoring its Hospitality Suite again.

**DRIVE-IN THEATRE MANUFACTURING CO.**—Booth number 55. F. W. Keilhack will be at the booth where the company's line of D-I equipment will be shown.

**GEORGE ENGLISH CO.**—Booth number 38. George English will be in attendance to answer questions.

**EPRAD, INC.**—Booth number 34. Al Boudouris, president; and Paul J. Voudouris, sales manager, will be at the booth. Transistor sound, Hotshot heaters, speakers, and other theatre equipment will be shown.

**FLAVO-RITE FOODS**—Booth number 72. Larry Blumenthal, vice president & sales director; Kenneth K. Fell, president; Sy Adler, secretary; and Sol Adler, treasurer, will be at the booth, where the company's Flavos Shrimp Rolls and other food items will be exhibited.

**FRIGID IGLOO MFG. CO.**—Booth number 124. S. James Krakow.

**GENERAL PRECISION EQUIPMENT CO.**—Booth numbers 50-51. J. E. Currie. (See listing under National Theatre Supply Co.)

**GOLD MEDAL PRODUCTS CO.**—Booth number 105. J. G. Evans.

**GOLDEN PALACE FOOD PRODUCTS**—Booth number 96. Stanley F. Edelman.

**GOLDENBERG CANDY CO.**—Booth number 125. Frank Robbins.

**GREEN RIVER CORP.**—Booth number 98. Phil Brown, exec. vice president. Green River syrups and prepared fruits will be shown.

**GRIGGS EQUIPMENT CO.**—Booth numbers 47-48. At the Griggs' exhibit of theatre seating will be Frank Butler.

**HARVIC MFG. CO.**—Booth number 5. Sidney Scherer.

**HENRY HEIDE, INC.**—Booth number 100. Eugene E. Sullivan will attend.

**KEATING OF CHICAGO, INC.**—Booth number 13. Mrs. Beatrice Markley.

**NORTH AMERICAN NICHION DIV. OF KINOSHITA AND CO., LTD., USA**—Booth numbers 23-24. At the exhibit will be E. E. Shire.

**LAZAR KOSHER SAUSAGE FACTORY**—Booth number 84. Seymour T. Lazar, president, will be at the exhibit.

**LILY-TULIP CUP CORP.**—Booth number 99. W. Caldwell will be available at the exhibit.

**MANLEY, INC.**—Booth number 116. L. O. Seley, division manager; and John Stone, sales rep, will be at the display of popcorn machines and equipment.

**MARSTAN DISTRIBUTING CO., INC.**—Booth number 86. Maurice Levin, vice president; Stanton Levin, president; and Jerome Rose, office manager, will be at the booth. Syrups and Daisy Maid drinks will be shown.

**MASON CANDIES**—Booth number 69. George Rausch.

**MASSEY SEATING CO.**—Booth number 46. Fred H. Massey, president; and John F. Dawsey, sales rep, will be at the exhibit of moulded foam cushions and other items used in theatre chair rehabilitation, plus Griggs-International Chairs.

**MECHANICAL SERVANTS, INC.**—Booth number 113. Harold Baum.

**MIRACLE EQUIPMENT CO.**—Booth number 4. Elmer Freerksen, Claude Ahrens and staff will be showing unique drive-in play area equipment and mechanical rides.

**JOHN E. MITCHELL CO.**—Booth number 123. Barney Kidd.

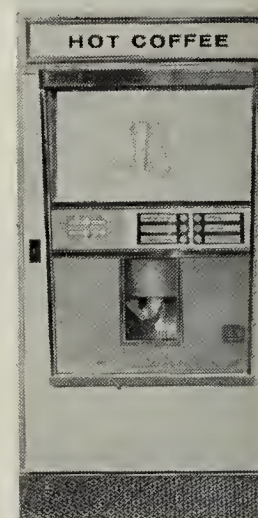
**NAT'L. ASSOC. OF CONCESSIONAIRES**—Booth number A-1 for information and assistance.

**NATIONAL CARBON CO.**—(See Union Carbide Corp. Listing)

**NATIONAL SCREEN SERVICE CO.**—Booth numbers 25-26. Melvin Gold will be on hand at the exhibit of screen and other advertising accessories.

## What To See

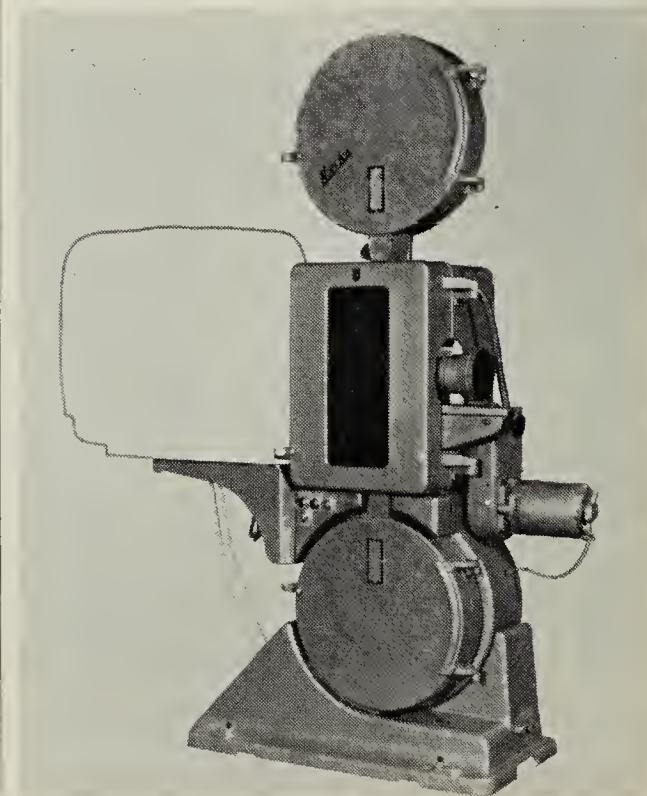
**NATIONAL VENDOR'S NEW MODULINE** fresh-brew coffee machine is shown with a header, special decorative panel and a chrome-plated base grill. Capacity is 450 cups with four coffee selections and whipped chocolate. Coffee is brewed from individual measures of bulk ground coffee and vended through fresh, disposable filters. Line can be seen in booth number 3.



**AMERICAN SEATING'S "Stellar Series"** decorator chair will be exhibited at the Company's booths (28-29-30). The Stellar Chair comes in three widths and offers three basic types of backs. Both backs and self-rising seats are padded with Amerfoam urethane foam. Center standards have single or double armrests.



**NORTH AMERICAN PHILIPS (Norelco)** will show both the new Model AA II 70/35mm projector (shown in photo) and the Pulse-Lite 35mm for projection in moderate sized theatres, art houses, studios, screening rooms, etc. Recently introduced AA II makes quick conversions from 35mm to 70mm. The projector can be seen in booth number 54.



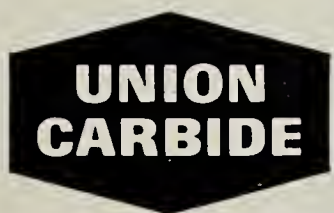


# Your Patrons Deserve the Finest

***Every ticket purchaser  
expects and deserves  
a well lighted  
screen  
presentation***

**Since 1917, "National"  
PROJECTOR CARBONS  
*have been the standard for  
quality screen illumination***

**VISIT US AT BOOTHS 31 & 32 AMERICANA HOTEL  
NEW YORK • OCTOBER 28-31**



"National" is a registered trade-mark of  
**UNION CARBIDE CORPORATION**  
CARBON PRODUCTS DIVISION

270 Park Ave., N. Y., N. Y. 10017 • In Canada: Union Carbide Canada Limited, Toronto



## EXHIBITING FIRMS •

(Continued)

**NATIONAL THEATRE SUPPLY CO.**—Booth numbers 50-51. W. J. Turnbull, president; and vice presidents A. F. Baldwin, R. L. Bostick, J. E. Currie, H. J. McKinney, L. C. Owenby, and J. W. Servies will be at the NTS exhibit to greet exhibitors and show the NTS line including Simplex Projectors, the Ashcraft Core-Lite Lamp, the Strong Futura Lamp, Selby D-I screen towers, and Alexander Smith theatre carpeting.

**NATIONAL TICKET CO.**—Booth number 56. Jack Conway.

**NATIONAL VENDORS, INC.** — Booth number 3. Marvin L. Pierson.

**THE NESTLE CO., INC.**—Booth number 118. Ted A. Fowler, group products manager, bar goods; and F. A. Cools, N. Y. district manager, chocolate sales div., will show the Nestle line of bar candies.

**NEWMAN & WEISSMAN ASSOCIATES**—Booth numbers 76-77. Ben Newman.

**NO-CAL BEVERAGES, INC.**—Booth number 95. L. Kirsch.

## STRONG TO EXHIBIT NEW LAMP AT N.Y. TRADE SHOW

The new Futura projection arc lamp, unveiled in September, will be the feature of an exhibit by Strong Electric Corporation at the coming TOA-TESMA-TEDA-NAC Trade Show.

The Futura fills the 35 and 70mm needs of all indoor theatres with screens up to 65 feet and drive-ins with screens up to 120 feet. The optical system of this powerful direct current angle trim high intensity arc has been designed to match the requirements of all 35mm and 70mm projectors.

An exclusive with Strong is the simplicity of changing from one film width to the other by turning a single knob. A calibrated scale with reference pointer permits precise reset of burner focus once the 35 and 70mm positions are established.

The Futura comes in three ratings: Futura I for economy of operation with 11mm carbon trim burning at 75 to 105 amperes; and the Futura II with the automatic crater positioner for 13.6mm trim burning at 120 to 160

amperes or for 11mm carbon trim burning at 100 to 125 amperes.

Efficient utilization of the standard economical 20-inch length carbon permits projection of an extra reel of film per length of carbon.

An 18-inch diameter first surface Tuf-Cold reflector, developed by Strong and bearing a two-year sliding scale guarantee is provided for use with lamps burning at 95 amperes and above. The resulting low aperture temperature assures perfect projection without the film damage and buckling which results in in-and-out of focus. Silvered reflectors are provided with lamps burning at less than 95 amperes.

The Futura has a new convenient arc imager system, redesigned to eliminate parallex.

The Strong exhibit will also include the X-16 Xenon Projection lamp, new Bi-Powr silicon diode stack transformer-rectifier designed as a power source for the operation of two arc lamps, and Tuf-Cold reflectors.

**NORTH AMERICAN PHILIPS CO., INC.**—Booth number 54. Niels Tuxen, general manager, motion picture equipment division; F. J. Pfeiff, technical manager; H. J. Williams, merchandising manager; and R. J. O'Connor, George Carnes, Frank McCann, and Bob Corley, all of the Advertising Dept., and M. M. Dorenbosch, vice president, will be seen at the exhibit. Norelco will exhibit its new Model AA-1170/35mm projector and the Pulse-Lite 35mm projector. Plans are being developed to present a 70mm demonstration, and possibly large screen color tv.

**ORIGINAL CRISPY PIZZA CRUST CO., INC.**—Booth number 7. Sal Arena, executive vice president will be at the exhibit.

**PEPSI-COLA CO.**—Booth numbers 8, 81, 82, 83. Ed Finneran, national theatre sales manager; George Brummett M. Ruane, and Bob Thompson will be at the booths. Joan Crawford will host the "Pepsi Party" dinner and dance on Oct. 30 in the Americana Grand Ballroom. Products include Pepsi-Cola, Teem, and Patio Diet Cola.

**PIC CORP.**—Booth number 19. Paul Weber, president; Sidney Goldman, secretary-treasurer; and Sheldon Chapp, sales manager, will be at the exhibit of insecticides for D-I use.

**PLANTERS PEANUTS**—Booth number 14. Z. T. Smith.

**THE POPCORN INSTITUTE**—Booth number 27.

**POPCORN PRODUCTS, INC.**—Booth number 120. Benjamin Banowitz.

**QUAKER CITY CHOCOLATE & CONFY. CO.**—Booth number 38. Lester Rosskam, Jr.

**RAYTHEON CO., MICROWAVE BAKING**—Booth number 22. Richard Fox.

**REX PACKAGING DIV., BON AMI CORP.**—Booth number 74. Irving Singer.

**ROLL-A-GRILL CORP. OF AMERICA**—Booth number 6. E. J. Sylvester.

**ROMAR VIDE CO.**—Booth number 33. LeRoy Roberts.

**ROSS-TEMP INC.**—Booth numbers 70-71. John H. Seippel.

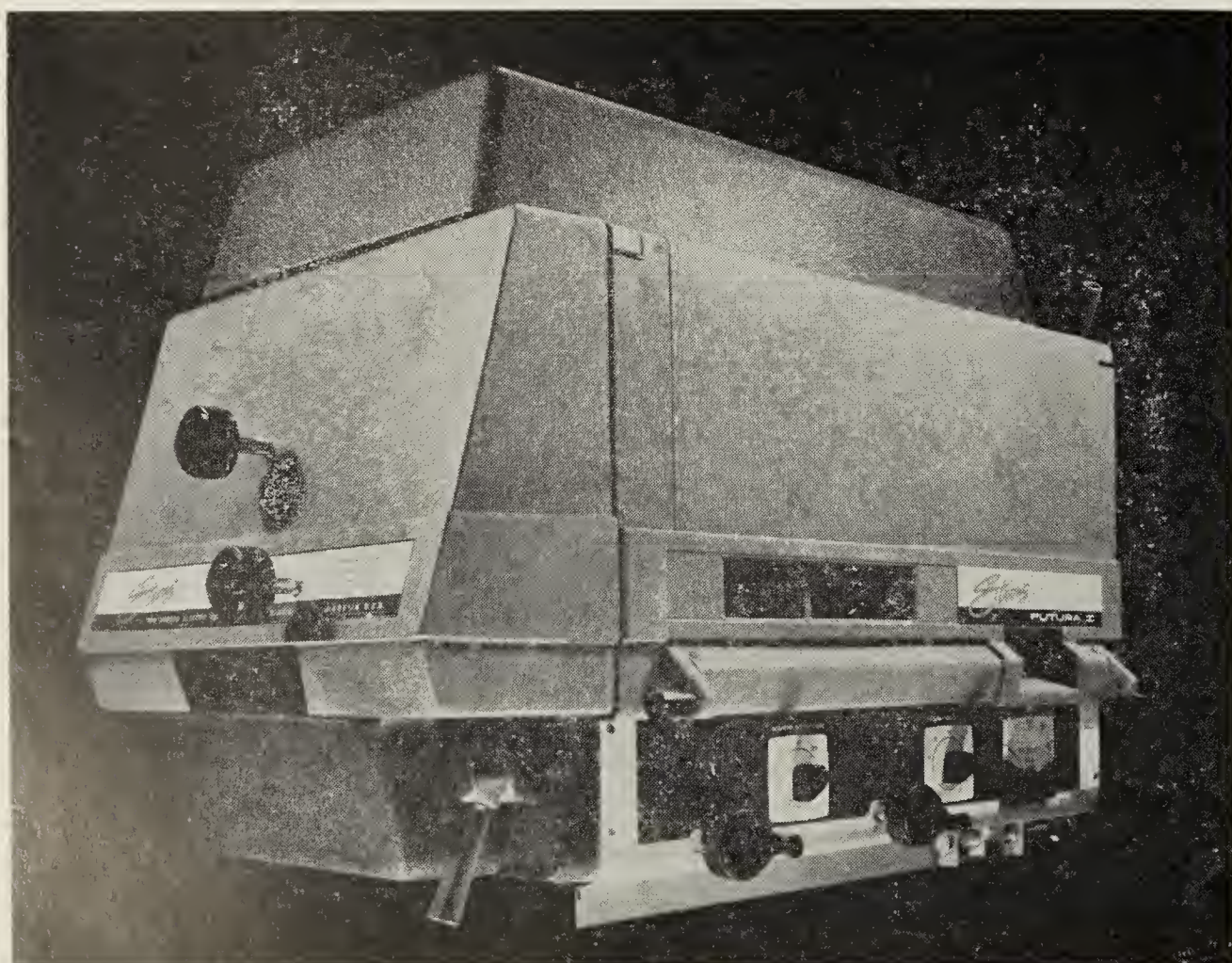
**ROWE AC SERVICES**—Booth number 126. James P. Newlander.

**ROYAL CROWN COLA CO.**—Booth numbers 67-68. J. B. Cooper, A. W. Ansley, Jr., Roy Browning, W. E. Uzzell, and J. W. Hamlin, will be at company's exhibit of R.C. syrups and dispensing equipment.

**THE SAVON CO.**—Booth number 73. Mrs. Bea Rosenblum.

**THE SEEBURG CORP.**—Booth numbers 10-11-12. Tom L. Herrick.

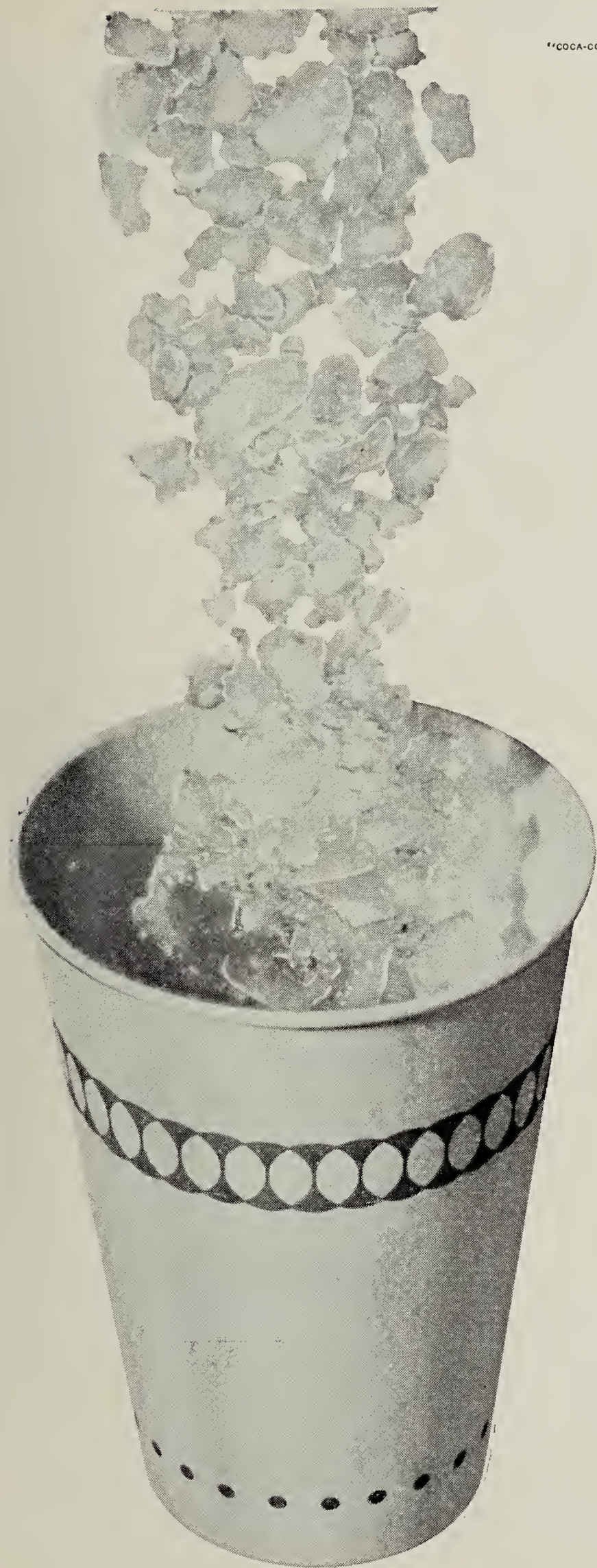
**SELMIX-AMCOIN**—Booth numbers 8-9. O. Follon.



Strong Electric's Recently Unveiled Futura Projection Lamp



"COCA-COLA" AND "COKE" ARE REGISTERED TRADE-MARKS WHICH IDENTIFY ONLY THE PRODUCT OF THE COCA-COLA COMPANY.



**Is ice all it's cracked up to be?**



**Absolutely... when it's  
in the world's largest  
selling soft drink.**

***Serve Coke with ice... it's good box office.***



# MERCHANDISING—"FROM SOUP TO NUTS"

A session covering the over-all spectrum of concession merchandising will be one of the high points of the National Association of Concessionaires' convention on Oct. 31, it was announced by Lee Koken, NAC convention program chairman.

"Every concessionaire, no matter what branch of the amusement industry he is in," said Koken, "will hear something of unusual interest to his particular field from well-qualified and knowledgeable speakers who will touch on a variety of new and effective merchandising ideas and techniques."

The session, appropriately billed "Merchandising—From Soup to Nuts," will be moderated by Bert Nathan, Bert Nathan Enterprises, Oceanside, New York, a past president of NAC.

## Vendor Covering Machine Sales

"Merchandising in all phases of Vending" will be the topic covered by John Robison, concessions manager for Gladieux Corporation, when he appears on the program.

Robison, who supervises Gladieux Corporation's Toledo area installations at golf courses, public beaches and pools, sporting events, auto and horse race tracks, will join a panel of speakers covering the over-all spectrum of concession merchandising.

In 1956, Robison joined the Gladieux Corporation as catering manager of the Pick-Fort Meigs Hotel in Toledo; was later transferred to Gladieux's catering department. In this assignment, he held the food manager's post at a variety of units including: LaSalle's Department Store, Owens-Illinois Technical Center, Mid-City Motel, and Eastman-Kodak.

In addition to his membership in the National Association of Concessionaires, Robison is active in the Toledo and Ohio Restaurant Associations.

## Diverse Program Schedule

Speakers and their subjects are "Merchandising Candy," Van Myers, Wometco Enterprises, Miami; "Merchandising on a Limited Budget," Julian Lefkowitz, L & L Concession Co., Detroit; "Merchandising Novelties," Knute Boyle, Theatre Candy Company, Pittsburgh; "Merchandising Drinks," Ken Way, Modern Sales and Service, Inc., Dallas; "Merchandising in All Phases of Vending," John S. Robison, Gladieux Corp., Toledo; "Merchandising in Canada," Chuck Sweeney, Odeon Theatres, Ltd., Toronto; "Merchandising in Drive-In Theatres," Nat Buchman, Theatre Merchandising Corp., Boston; "Amusement Park Concessions," Robert E. Freed, president, International Association of Amusement Parks, Salt Lake City; "Merchandising, Big Circuit Style," John Wilson, National General Corp., Beverly Hills, Calif.; "What Is the Candy Industry Doing to Merchandise Candy for Concessions?" Charles Lipps, chairman of the board, Candy, Chocolate and Confectionery Institute, Chicago; "Merchandising, Nashville Style," C. S. Baker, All Weather Roller Drome, Inc., Nashville, Tenn.; "Taxes on Vending," Richard Funk, Legislative Counsel, National Automatic Merchandising Association, Chicago; "What N.A.C. Means to You," Louis L. Abramson, executive director, National Association of Concessionaires, Chicago; and "N.A.C. in 1964," Edward S. Redstone, NAC executive vice-president and general convention chairman, Northeast Drive-In Theatres Corp., Boston.

## Popcorn Smorgasbord

Popcorn, one of the leading concession items, will come in for its full share of treatment on the program of the National Association of Concessionaires' 1963 convention.

The business session on Oct. 28, which is being devoted entirely to the popcorn industry, will have a panel of authoritative speakers who will virtually deal with all aspects of this popular subject from "seed to consumer."

Billed as a "Popcorn Smorgasbord," this session will be moderated by Don W. Mayborn, Cornco, Inc., Baltimore, Md.

Barney Schwartzkopf, National Oats Company, Cedar Rapids, Iowa, will speak on the subject, "Popcorn Growing and Processing."

In the realm of "Institutional Advertising and Promotional Aids," Miss Phyllis Haeger, public relations director of The Popcorn Institute, Chicago, will outline the many avenues and methods available to concessionaires in effectively promoting the sale of popcorn.

"Popcorn and Concession Equipment" will be fully covered by Jack Ashby, Star Manufacturing Company, St. Louis; H. E. Chrisman, Cretors and Company, Nashville, Tenn.; J. C. Evans, Gold Medal Products, Cincinnati; and Clifford Lorbeck, Supurdisplay-Server Sales, Inc., Milwaukee.

Virgil Odell, Odell's Butter Oil, Caldwell, Idaho, and Matt Peterson, Drew Chemical Company, Chicago, will both discuss "Ingredients," while the subject of "Containers" will be handled by Henry Wischusen, Winchester Carton Company, Winchester, Mass., and Irving A. Singer, Rex Specialty Bag Division, The Bon Ami Company, Long Island City, N.Y.

Concluding the morning's session will be talks by concession operators in movie theatres. Jack O'Brien, New England Theatre Service Corp., Boston, representing the conventional theatres, and Larry Moyer, Moyer Theatres, Portland, Ore., drive-in theatres.

Augie J. Schmitt, Houston Popcorn and Supply Co., Houston, NAC president, will welcome the delegates, since the Popcorn Industry meeting will be the opening session of the NAC convention.

## LADIES PROGRAM

The ladies have not been forgotten. On Tuesday, Oct. 29, they will be guests at a champagne brunch at the Americana, followed by a guided tour of the Stock Exchanges, with sightseeing enroute and on the return to the hotel.

On Wednesday, Oct. 30, there will be two guided tours available on an optional basis leaving the Americana at 9:30 a.m. One is the New Look Tour of New York, with a guided tour of Philharmonic Hall and luncheon at the Hall. The other is a visit to the Design Center and a guided tour of the United Nations, with luncheon at the U.N. These tours are scheduled to end by 2:00 p.m. to permit attendance at theatre matinees.

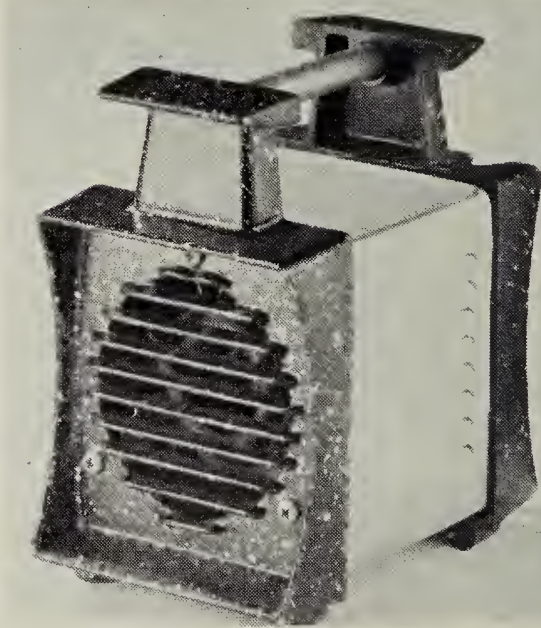
On Thursday, Oct. 31, a luncheon and fashion show will be conducted at El Morocco. In addition to these activities, ladies will join with the men at all evening functions.

## What To See

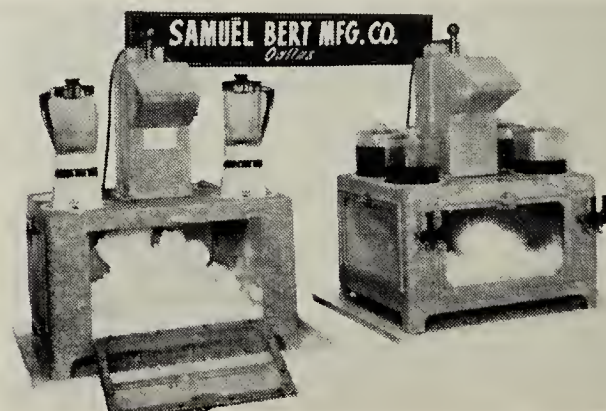


COCA-COLA Co. will show a completely new beverage dispensing system at its exhibit (booths 101 through 108). Called the "Satellite Beverage System," it can be customized for any type of location, offers flexibility and a high quality, properly refrigerated drink. Representatives will be on hand to explain the system to trade show guests.

EPRAD, INC.'S GOLDEN HOTSHOT Heaters will be shown at the Co. booth (number 34). The heater, shown below, is covered by a one year warranty against defects in material and workmanship. Large coils, high volume circulation, and divergent distribution of hot air streams are characteristic of the unit, which, due to its design, can be stored without racks in small areas.



SAMUEL BERT Manufacturing Co. will be showing its new snow cone machine to the trade for the first time. Designed particularly for Drive-Ins or other large concessions operations, the machines serve not only as snow makers, but as cold syrup dispensers. One type has four dispensing units, the other has two dispensers and two fruit pans for serving a new type of "Snow Magic Sundae." The new units will be displayed at booth number 20.







## **Now it's Pepsi—UP FRONT EVERYWHERE**

***TV, Radio, Magazines, Newspapers, Outdoor Posters, Point-of-Sale—Pepsi is one of the world's largest advertisers, in all media. That's why more and more people today are saying "Pepsi, please!" Pepsi is moving out front ...display it up front! Call your local Pepsi-Cola Bottler today, or write: National Accounts Dept., Pepsi-Cola Company, 500 Park Avenue, N. Y. C.***





## NOTED ARCHITECT EBERSON TO ADDRESS CONVENTION

NEW YORK—Drew Ebersson, renowned for many years as one of the motion picture industry's leading architects, will present a special program at the convention of Theatre Owners of America, to be held at the Americana Hotel in New York City Oct. 28-31.



The subject of Ebersson's talk will be "A Look Ahead at Theatre Trends." In it, the architect will discuss not only architectural features but such practical and vital details as financing, building sites, and population trends that must be considered in any new theatre construction.

Ebersson is currently in Bagdad, supervising new theatre construction.

The architect began his career following graduation from Northwestern Military and Naval Academy, Lake Geneva, Wisc. and a period of study under Paul Cret, University of Pennsylvania Architectural School, in 1926.

He has designed and supervised construction of over 1,000 important structures throughout the world including over 800 motion picture theatres. Ebersson was selected as the architect by the Canadian government to design the National Film Board facilities including the \$8,000,000 studios and laboratories in Montreal.

Ebersson's work is definitely of the international flavor. He has executed architectural commissions in England, France, Germany, Egypt, Israel, South Africa, Central America,

Panama, Venezuela, Mexico, Australia, and the West Indies. Ebersson has had the unusual experience of having served in the motion picture business not only as an architect but in Hollywood as a production manager and director, being involved in the production of over 100 pictures as well as directing the last of the Buck Jones western pictures. Ebersson also has experience as a motion picture exhibitor, having operated his own theatres in Daytona, Fla.

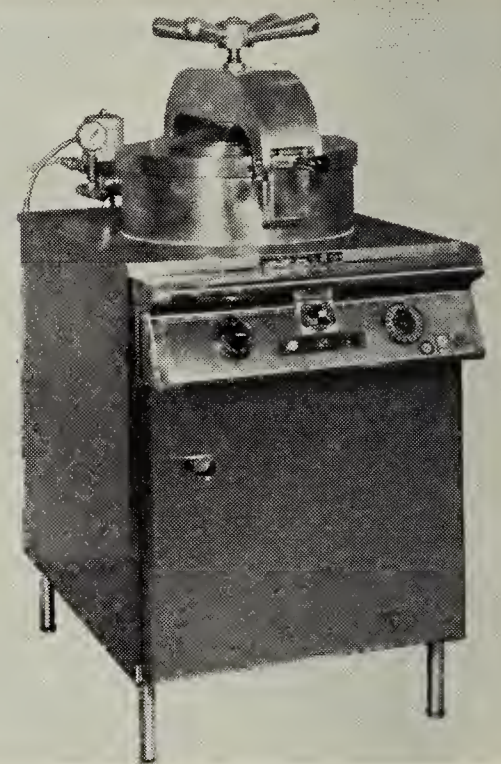
During World War II, the architect served as a Colonel, the contracting officer in the design and construction of projects in the United States totalling over \$220,000,000. He served overseas in the China-Burma-India Theatre as chief of operations in construction activities in China, Burma, and India, and at the end of the War was the commanding officer of the American forces in central India. As a civilian experienced in military construction, Ebersson was employed by the Government in 1952 and 1953 to design several European bases, including the Administrative Headquarters and Communications Center in Orleans, France, and the 1,000-bed Hospital in Vassincourt, France. Ebersson also designed the Communications Buildings in Asmara, Eritrea, and theatres, a laundry, and other buildings in French Morocco. He designed all the standard theatres for the United States Air Force and served as a special consultant on several occasions in setting up the Air Force Photographic Command.

Ebersson's recent projects include work in Los Angeles, Philadelphia, Washington, Pittsburgh, Milwaukee, New Jersey, Long Island, and New York, and overseas in London, Greece, and Iraq.

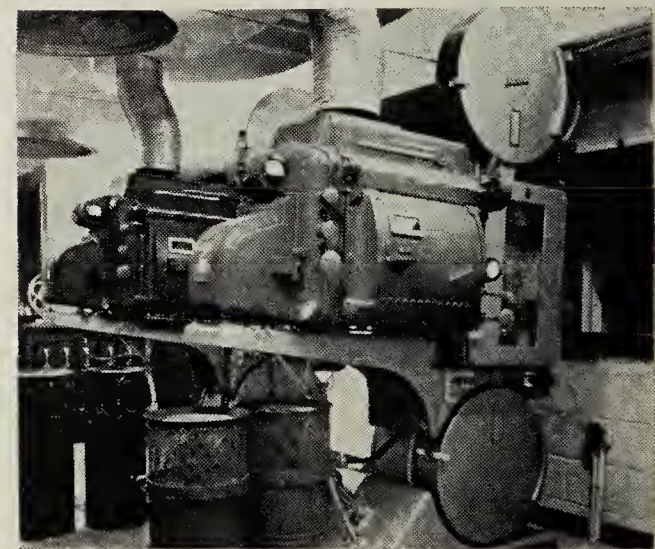
## What To See . . . .



ADLER STEEL FRAMES & "Third Dimension" letters can be seen at booth numbers 64-65. Photo shows Adler installation at new Fox Theatre, Fort Collins, Col.



BALLANTYNE INSTRUMENTS and Electronics, Inc. will show a new model Flavor-Crisp pressure fryer at their exhibit in booth numbers 40-41-42. The fryer, shown above, uses no water and gives full pressure as soon as the lid is sealed. Rounded shapes facilitate cleaning, and a new manual pre-set timer is used to assure greater reliability. Other features include new, long-life seals and greater working area.



C. S. ASHCRAFT will exhibit their Core-Lite Lamp, shown in photo, at booth numbers 52-53. Recently introduced lamp has been acclaimed for its ability to produce whiter light and cut carbon costs in medium and smaller-sized theatres.

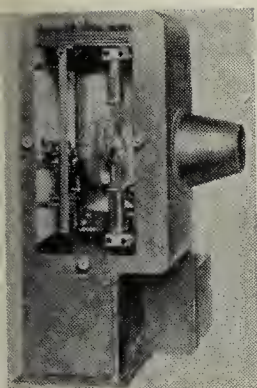
## COMFORT... where it pays off!

Patrons of Manhattan's new Cinema I and Cinema II sit deep in the engineered comfort of TC-725 chairs by Heywood-Wakefield. Coil-spring seats and shaped, polyfoam padded backs. Designed to equal the elegant surroundings. For details, contact Heywood-Wakefield, Public Seating Division, Menominee, Mich.

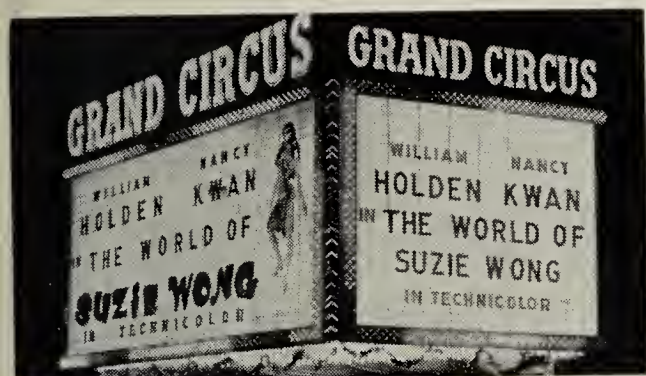


*brings  
patrons  
back*



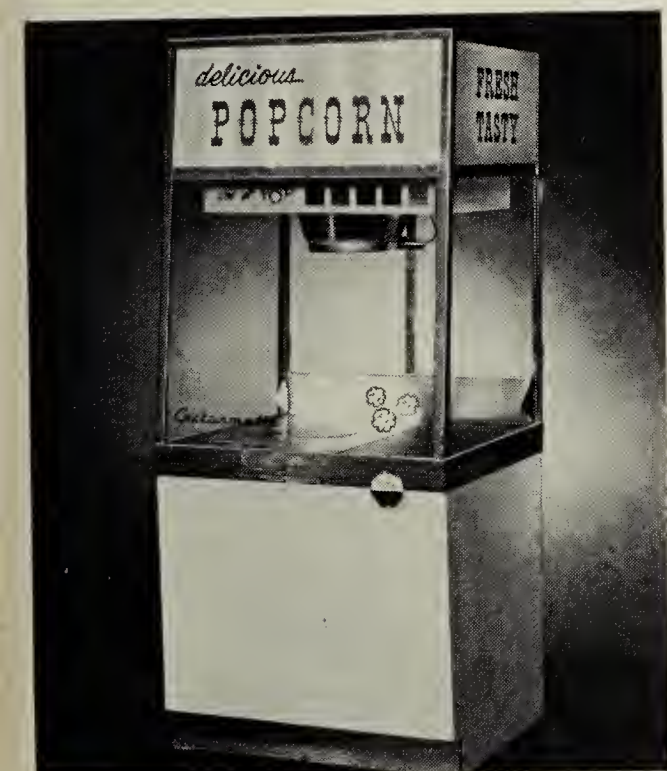


CARBONS, INC. will exhibit its new XeTRON lamp-house, employing an enclosed Xenon arc, in booth number 21. Suitable for screen widths up to 45 ft., the lamp is available in different wattages. Shown is the XeTRON 450 CX Lamp-house. Can be used with 35mm pojection equipment for picture sizes of 12-14 ft. Also can be used with some types of 16mm and slide projectors.



WAGNER SIGN SERVICE, Inc. will show their changeable copy display letters and mounting equipment for theatre marquees in booth numbers 36-37. Shown is marquee utilizing Wagner equipment. The firm may introduce a new background item, if it can be readied for the show.

MARSTAN DISTRIBUTING Co.'s "Daisy Maid" non-carbonated drinks and syrups will be on display at the firm's booth (number 86).



CRETORS AND CO. will show its new Cretomatic popcorn machines at the booth number 66 exhibit. Other models of popcorn machines and caramelpcorn equipment will also be shown.

## Vending Men Scheduled For Joint Session

With vending currently playing a major role in concession operations in most areas of the amusement-recreation industry, this subject will come in for a large share of attention.

Highlighting the Wednesday morning, October 30 portion of the NAC program, billed as a joint session of NAC-TOA-TESMA-TEDA, will be the appearance of Patrick L. O'Malley, president and chief executive Officer of Automatic Canteen Company of America.

O'Malley's talk, which is being eagerly awaited by members of the National Association of Concessionaires attending that organization's 1963 convention, will deal with the subject "Automatic Vending, Present and Future."

Named to his present position with Automatic Canteen when, in January 1962, (president and a member of the company's board of

directors) O'Malley brings a wealth of experience in the concessions and related fields.

"How to Plus Refreshment and Food Sales" will be the subject of another address by William S. Fishman, executive vice-president of Automatic Retailers of America, Inc., on Wednesday, October 30, when he speaks at the same session.

In addition to being executive vice-president of ARA, Fishman is also vice-chairman of the company's board of directors and chairman of its executive committee.

He is a pioneer in the fields of food and refreshment services through automatic merchandising. In 1958 and 1959, Fishman was president of the National Automatic Merchandising Association, and has been a director of that group since 1950. In 1955 he won the association's John S. Mill award for outstanding service to the industry.

## Altex Workshop To Meet In New York

NEW YORK—The Altec Service Company will hold its managers' workshop here during the Theatre Owners of America and the National Allied Conventions.

In attendance will be A. A. Ward, president; G. L. Carrington, Jr., general manager; Marty Wolf, sales manager; R. E. Pierce, operating manager, and M. V. Neumann, operations supervisor.

Managers attending are D. S. McLean, Jim Eves, Fred Hall, Eastern division; Bruce Mewborn, Norman Schneider, Southern division; Ed Lyman, Jim Reed, Central division; M. L. A. Scott, Western division.

In announcing the Workshop, Marty Wolf, sales manager, stated that it has been estab-

lished as Altec policy to provide a custom-tailored type of service program designed to meet each exhibitor's individual or regional requirements. It is only through a national workshop of this sort that the varied requirements throughout the country can be openly discussed for the benefit of other exhibitors. Holding this workshop concurrent with these two conventions will permit this closer communication and understanding between the exhibitors and Altec.

This entire staff will be on hand during the evenings of the conventions for consultation with exhibitors on sound and projection problems. Wolf also made the announcement that service of the Skouras Theatres had been taken over by Altec on Oct. 1.



## All in one package

LEASE FINANCE PLAN

TECHNICAL PLANNING

TOP GRADE EQUIPMENT

THAT INCLUDES NORELCO PROJECTORS

Soundheads — Lamps — Projectors — Amplification Speakers — Seating — Screens  
Screen Towers — Carpets — In-A-Car Speakers — In-A-Car Heaters.

Now you can finance new theatre equipment — remodel or replace outmoded equipment in your present one all with the same company. No need to purchase part of the equipment from one company, have it installed by another, and serviced by a third. Ballantyne technicians handle your theatre work from start to finish. And saves you money.

**Ballantyne**

Instruments and Electronics, Inc.

1712 JACKSON ST. OMAHA, NEBRASKA 68102

A DIVISION OF ABC VENDING CORPORATION



## EXHIBITING FIRMS •

(Continued)

**THE SEVEN-UP CO.**—Booth number 127. Joseph R. Schaack.

**SOLO CUP CO.**—Booth number 87. Walter L. Schreibweiss.

**STAR MANUFACTURING CO.—HELM-CO LACY DIV.**—Booth numbers 58-59. John R. Ashby will be at the exhibit of food service equipment.

**STAR METAL CORP. & GLENCO REFRIGERATION CORP.**—Booth numbers 110-111. At the exhibit will be Walter Freiling.

**STEEL PRODUCTS CO.**—Booth number 78. Lee Woolfolk, president, will be at the company exhibit where coffeemakers and paper cup vendors will be shown.

**STRONG ELECTRIC CORP.**—Booth number 57. Arthur J. Hatch, president, and Cliff Callender, Harold Plumadore, and Bill White will be at the exhibit. Strong will show its new Future lamp to the trade at the show. Sleekly designed equipment boasts a number of innovations that exhibitors will want to see first hand.

**SUPURDISPLAY INC.—SERVER SALES, INC.**—Booth number 75. Clifford Lorbeck, president, will be at the booth where the company's line of butter dispensers, candy apple cookers, hot food servers, bottle warmers, syrup and fudge dispensers, and popcorn containers will be on display.

**SWEETHEART CUP DIV.—MARYLAND CUP CORP.**—Booth number 119. Carl J. Levitt.

**SWITZER'S LICORICE CO.**—Booth number 121. Joseph F. Switzer, Chris M. Switzer, and G. R. Edgar will be at the booth, where the Switzer line of bar goods will be on display.

**WAGNER SIGN SERVICE INC.**—Booth numbers 36-37. Mrs. E. Wagner, vice president; W. F. Jacobsen, secretary-treasurer; O. B. Laney and H. Connolly, Jr., sales; and C. E. Schellenberg will attend the display of changeable copy display letters and mounting equipment.

**WEAVER POPCORN CO.**—Booth number 122. Welcome I. Weaver.

**WILL ROGERS MEMORIAL HOSPITAL**—Booth number 33A.

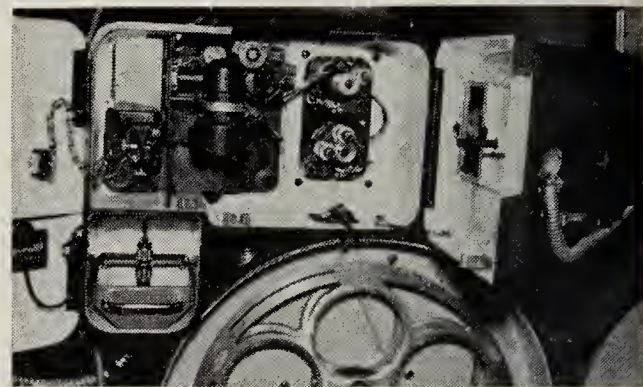
**WINCHESTER CARTON CORP.**—Booth number 109. Henry Winchusen.

**GENERAL DISPENSERS INC.**—Booth number 117. Ralph G. Page.

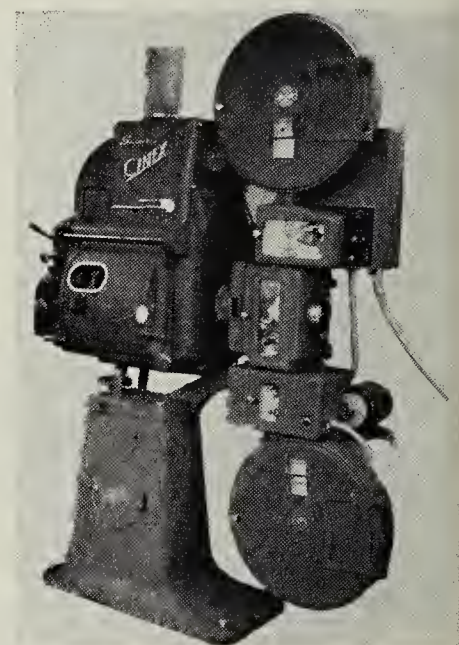
**GURNEY PRODUCTIONS, INC.**—Booth number 43. Robert J. Gurney, Jr.

**UNION CARBIDE CORP.—CARBON PRODUCTS DIV.**—Booth numbers 31-32. J. W. Cosby, marketing manager; P. H. Freeman, sales manager; and W. T. Brenner & J. B. Hoynes, sales engineers, will be at the Union Carbide booths. The company will again sponsor the cocktail party preceding the banquet.

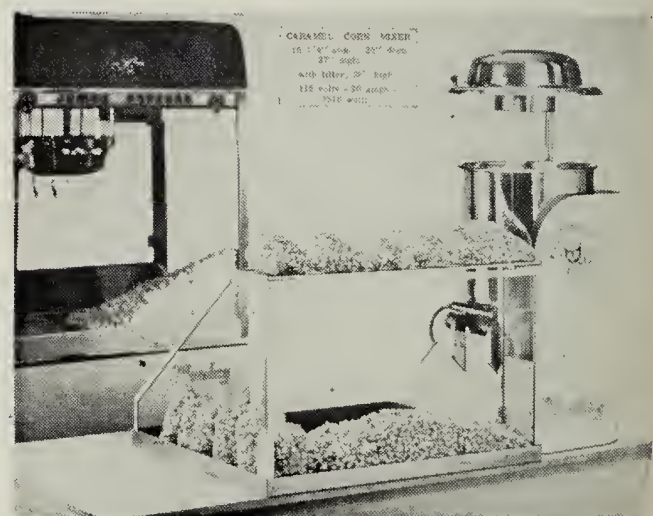
## What To See



NATIONAL THEATRE SUPPLY CO. will show its Simplex XI transistorized sound system at the booths (numbers 50 & 51). In photograph, mounted unit shows compactness of size. Small unit with handle for easy removal is interchangeable pre-amp of system.



CENTURY will show the Model-JJ2 70/35mm projector, shown in photo, at its exhibit in booth number 39. New Model, just introduced this year, was designed to give greater service life and dependability by simplification of the drive mechanism. Century transistorized sound for the JJ2, (control system visible) will be also available for inspection



MANLEY, INC. will show this caramel mixer at its exhibit in booth number 116. Other equipment that can be seen will include the large popcorn machine (floor model) and a Manley Popcorn Warmer.



*The world  
standard  
wherever  
tickets  
are issued*

**Automaticket**  
by GENERAL REGISTER

See your favorite theatre supply dealer or write: **GENERAL REGISTER CORPORATION**  
745 FIFTH AVENUE, NEW YORK 22, N. Y.



## Kodak Official To Speak

Augmenting the list of outstanding speakers at the October 30 business session of the National Association of Concessionaires' convention in New York City will be Lincoln V. Burrows, assistant to the vice-president in charge of U. S. sales and advertising, Eastman Kodak Co., Rochester, N. Y., it was announced by Mr. Lee Koken, NAC convention program chairman.

Burrows, who is also director of planning of the Kodak Exhibit at the New York's World Fair, will address a joint session of NAC-TOA-TESMA and TEDA.

Burrows has held many important posts with Eastman Kodak, having started as a trainee in the company's repair department, the credit department and the comptroller's office in Rochester. He joined the sales department in 1937 and in 1940 was sent to Washington, D. C., as a representative of the government sales department. He was then loaned to the War Production Board for the duration of World War II.

Since World War II, Burrows has been a consultant to the U. S. Department of Commerce on the photographic industry. He has served as chairman of the Export Committee of the National Association of Photographic Manufacturers, and is a member of the Rochester Chamber of Commerce.

Born in New York City, Burrows received a B.A. degree from the University of Rochester in 1933, and a Master of Business Administration degree from the Wharton School of Finance and Commerce, University of Pennsylvania.

## Security Speaker Set

A talk dealing with the subject of "Security," which is of major interest to concessionaires, theatre owners and other fun-spots, will be one of the highlights of the New York convention program on Wednesday, October 30, when Addison Verrill, president and director of Dale Systems, Inc., nationwide business-security organization, will address a joint session of NAC-TOA-TESMA and TEDA.

Verrill joined the Dale System in 1933, the first year of the company's existence, as a shopper and rose through the organization to become its president and a member of the organization's Board of Directors in 1954.

Intensely interested—as both vocation and hobby—in the subject of business ethnics, honesty and efficiency, Verrill travels widely to lecture on these and closely related problems of management.

He is an active member of the Chambers of Commerce of both his hometown Hamden, Conn., and New Haven, a past chairman of the Board of Management of the Hamden YM and YWCA, a member of the Board of Directors of the New Haven YMCA and a past president of the Hamden Lions Club.

Dale System, Inc., is occupying a booth at the jointly sponsored Trade Show.



LILY-TULIP CUP Corp. will show containers for foods and beverages in booth number 99. Shown is a new, lightweight plastic holder for their China-Cote service cups, designed for quick volume beverage and food service.

## New Cinerama Screen

HOLLYWOOD—Cinerama is developing a new screen to eliminate the present louver system. This new screen is planned for introduction into theatres after the current conversion to the new single lens process is completed.

The new screen will cover the same large viewing angle as the wide, multi-louvered screen now in use, but invisible miniature ribs will replace the louvers as part of a smooth surface. The present Cinerama screen characteristics will be maintained, but with increased efficiency.

## Unique Bus Tour Planned

Delegates attending the convention will also be able to take advantage of a unique bus tour that will include stops at many of New York's finest theatre concession operations and visits to some of the world's largest shopping centers, it was announced by Koken.

The tour, which is planned for Tuesday, Oct. 29, will provide concessionaires with a "look-see" behind the counters of many well-operated theatre concession locations.

Included in the list of theatres to be visited by the touring concessionaires are the new RKO 23rd St., Manhattan; RKO Albee, Brooklyn; Redstone's Sunrise Drive-In; Prudential's All Weather Theatre; Century's 110 Drive-In; and Roosevelt Field, all on Long Island. While motoring through Long Island, the convention tourists will also visit the Green Acres and Roosevelt Field Shopping Centers, two of the world's largest.

The tour will begin at mid-morning from the Americana, convention and trade show headquarters, and will conclude with a visit to Loew's world-renowned Cinerama Theatre on Broadway. A snack lunch will be served during the noon hour.

"This will be a first for us," Koken points out. "We've had regular sight-seeing tours at past conventions, but this time we'll be combining business with pleasure."

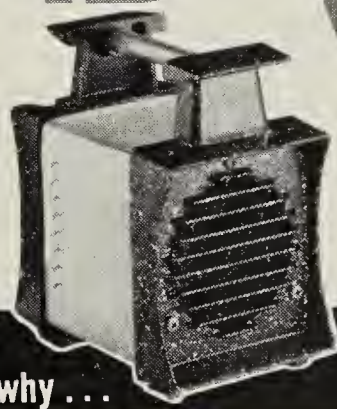
## National Carbon Renamed

NEW YORK—The name of National Carbon Company has been changed to the Carbon Products Division of Union Carbide Corp.



VERRILL

*Buy the proven best!*  
**EPRAD**  
**GOLDEN**  
**HOTSHOT**  
**HEATERS**



**world's largest selling  
in-a-car heater... here's why...**

- Building heaters for nearly a decade
- Low priced — why pay more?
- Available in 600, 750 and 1000\* watts
- Proven performance and long life
- Instant heat with dual hot air flow

\*1000 watt models upon request. Not needed in U.S. Higher purchase price, installation cost, and higher operating cost of 1000 watt heaters not economically justified in U.S. 1000 watt model not U.L. listed.

Sold Internationally Thru Theatre Supply Dealers

**EPRAD**

1214 Cherry St., Toledo Ohio 43608 • Phone 243-8106 Area Code 419



Circuits using  
**GOLDEN HOTSHOT HEATERS**  
include...

E. M. Loew Theatres  
Redstone Management  
Rifkin Theatres  
United California Theatres  
Fox—West Coast  
and Intermountain  
Walter Reade Theatres  
Claude Schlanger Theatres  
Jack Armstrong Theatres

... and hundreds of  
other Leading Exhibitors!

**ONE YEAR WARRANTY**  
against defects in material and  
workmanship.

See us at T.O.A. Convention,  
Oct. 27-31, 1963, Americana  
Hotel, New York City, Booth 34.

Listed by Underwriter Laboratories  
and Canadian Standards Assn.







## EASY COME—EASY GO There's more where This came from . . .

If that's your philosophy, that's your business, but, if getting business keeps you on the go, take our tip, from others' costly experience — check your seating. Often, it makes the difference between red and black. Phone us for a little chat.

### Now Available The New "MASCOFOAM" Seat Cushion

More durable, more comfortable, safer! Fire & moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Priced reasonably. Ask for samples.

WRITE, WIRE OR  
PHONE CHApel 2-2561

#### MANUFACTURERS

Foam Rubber &  
Spring Cushions  
back and seat  
covers.



#### DISTRIBUTORS

Upholstery fabrics  
and general seating  
supplies.

THEATRE SEAT SERVICE CO.

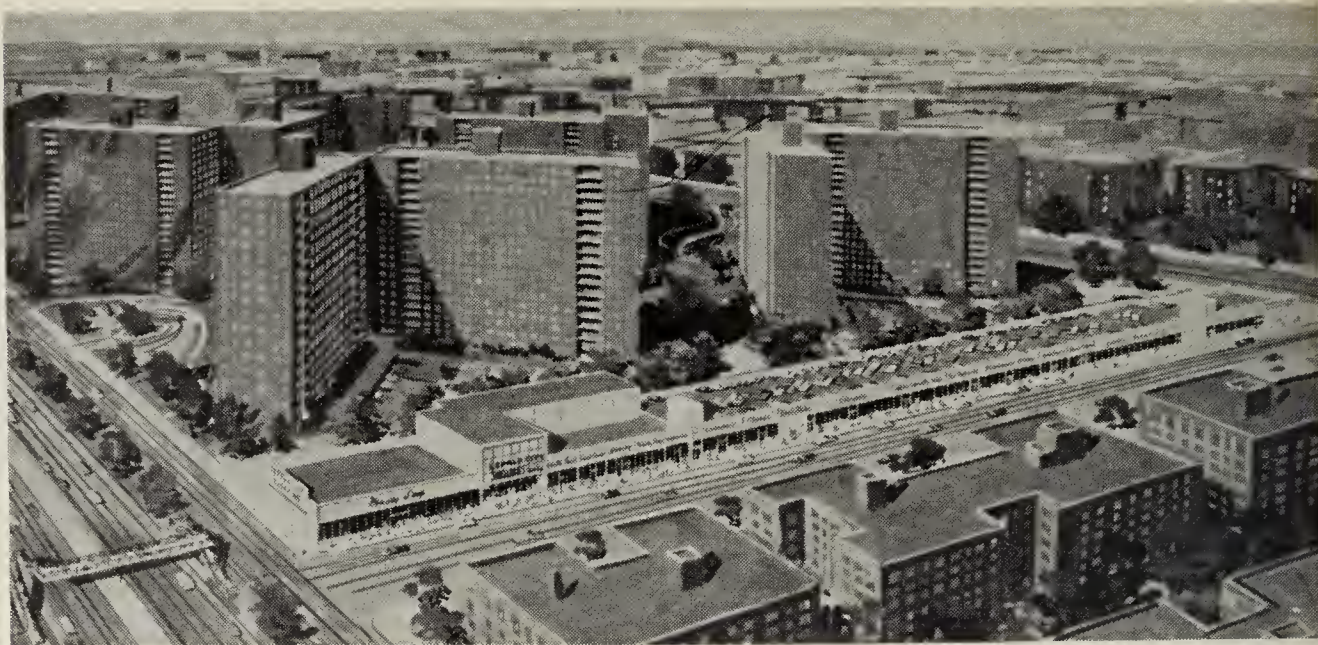
A Division of

**MASSEY  
SEATING CO.**

100 Taylor Street  
Nashville, Tennessee

#### REMODELING—REDECORATING?

Send us the details—photos if available



Architect's conception of shopping complex planned for eastern end of Lefrak City, Forest Hills, Queens, where new 1000 seat Skouras Theatre will be located at Long Island Expressway and 99th Street. Rooftop automobile parking will provide easy access to the box office. Over 8,000 tenants currently reside in the first two sections of Lefrak City which will house 25,000 persons when completed in 1966.

A 1,000 seat Skouras Theatre will be added to the on-site recreational facilities of Lefrak City, \$150,000,000 apartment community now rising in Forest Hills, Queens, it was announced by the Lefrak Organization.

The new theatre will be situated on the Long Island Expressway and 99th street and will be a dominant part of the Lefrak City shopping complex planned for the eastern end of the forty acre high-rise apartment community.

Roof parking atop the shopping center will be one of the novel features of the Skouras Theatre, permitting movie goers entrance to the ground floor box office. A pedestrian overpass across the Long Island Expressway

will permit thousands of movie goers living south of the major six-lane highway safe walking access to the new theatre.

Signing the lease for Skouras Theatres was Henry Ferber, vice-president. Theodore V. Kahner, senior vice-president, represented the Lefrak Organization.

Lefrak City will house 25,000 residents when completed in 1966. It will be comprised of twenty-four 18-story apartment buildings with swimming pools, tennis courts, ice skating rinks, playgrounds, sitting areas, nursery school, fountains and complete shopping and entertainment facilities. Approximately 8,000 persons reside in the first two completed sections of the "city within a city."

### NRI Appts. N.Y. Service Mgr.

ST. LOUIS—Thomas B. Lewars, Jr., has been promoted by National Rejectors, Inc., to sales and service manager for the area headquartered in New York, it was announced by David A. Elliott, general sales manager. NRI, of St. Louis, is the largest producer of money validating and handling equipment for the vending industry.

Lewars will be responsible for all sales and service activities in Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey and Pennsylvania. He has been an NRI factory representative in the area for the past seven years.

The NRI office in New York is at 30 Beechwood avenue, Port Washington, Long Island.

NRI has pioneered major advances in money validating and handling equipment for the vending industry since 1935, when it introduced the first truly successful slug rejector. These advances have played an important part in the tremendous growth of automatic merchandising. The firm has manufacturing plants in St. Louis, Hot Springs, Ark., and Buxtehude, West Germany, and maintains offices in major cities.

### Gas Cooling For Indoor

BURBANK, CALIF.—Independent theatre owner Jack Grossman, Magnolia, Burbank, announced the installation of modern gas air conditioning for the year around comfort of San Fernando Valley movie goers.

Grossman said that the new comfort feature of the Magnolia marks the first installation of gas air conditioning in a motion picture theatre in the United States.

A spacious 800-seat theatre, the Magnolia is refreshingly cooled by a 45-ton Arkla installation located outside the rear of the building. A system of ductwork carries the cool filtered air to all parts of the theatre.

The theatre's new heating-cooling system is the result of a scientific engineering study into indoor comfort by R. S. Works, sales engineer for Glendale Heating and Air Conditioning, Inc., of Glendale.

In planning the installation, the owner specified a uniform, wall-to-wall temperature, without cold or warm air lurking in corners to create forbidding, uncomfortable seating sections in the house. According to engineer Works, the Arkla system excels in this because it controls all of the conditions that make for true comfort—temperature, humidity, air movement, freshness, and cleanliness.

CARBON ARCS . . . for finest Projection . . . Compact Xenon Arcs

*Lorraine Arc Carbons*

division

- Brighter Light on Screen
- Longer Burning per Carbon
- More Economical . . .

**XETRON**

products

division

**XETRON LAMPHOUSES • XETRON POWER SUPPLIES**

by Cinemeccanica

by Christie

**CARBONS, INC.**

**BOONTON, N. J.**



## Roll Out The Shrimp

BRONX, NEW YORK—Eight million shrimp rolls is enough shrimp to whet any army's appetite—but to Flavo-Rite Foods, Inc., it's just another year's work.

In fact, if anyone took the trouble to lay those 8,000,000 tasty tidbits end to end on the New York thruway, they would stretch 554 miles from Flavo-Rite's plant to Albany and on out to honeymooners' paradise at Niagara Falls.

The fascinating story of how two partners with an idea and minimal capital started in the business 11 years ago (by selling direct from kitchen production to local beer taverns) and new plan to generate a massive new promotional era at the **World of Food** pavilion in the 1964-65 New York World's Fair, is truly a saga of success.

Kenneth Fell, president, and Larry Blumenthal, vice-president of Flavo-Rite Foods, Inc., are responsible for shrimp rolls. They started by making egg rolls for beer parlors and Coney Island type hot dog stands as a "thirst inducer." Soon volume warranted expansion, and when sales developed with Catholic institutions, they wisely eliminated the meat ingredient and substituted shrimp—for serving on Fridays to meat abstainers.

Now the Flavos shrimp roll was born and so were such promotional phrases by sales director Blumenthal as "shrimply d-e-e-licious!"

Their market obviously was the fast food operation. The shrimp roll was a tasty item easy to prepare; could be eaten in the hand; and helped the food retailer sell other products, drinks of all kinds.

Coca-Cola and Pepsi-Cola both have developed promotional tie-ins with Flavo's shrimp rolls. It is common today to see banners and flags suggesting a Coke or a Pepsi with your next Flavos shrimp roll.

Today, Flavo-Rite sells to over 1200 drive-in theatres, race tracks, baseball parks, beaches, road side stands, and numerous fast food outfits, from New York to Missouri and Down to Texas. Even the major retail supermarket chains handle the shrimp roll which is fast becoming an established staple item in frozen food, seafood, and meat departments.

New horizons always looked appealing to Fell and Blumenthal—and fresh-raw chow mein mixes were a natural new product for the thriving company because of the vast amount of celery used in the shrimp rolls.

Product preservation, packaging were just a few of the problems. But all were solved and now a quiet revolution is taking place on two fronts in our American eating habits. Chinese restaurants rather quickly are featuring both shrimp rolls and egg rolls and chow mein mixes by Flavo-Rite are used extensively by such restaurants, as well as other American eateries.

The next step up the success ladder is the Flavo-Rite promotion at the World of Food Pavilion—the only exclusively food and beverage building at the fabulous New York World's Fair which opens next spring.

On the roof top of the three story pavilion, Flavo's "Oriental Garden" will be featured, and operating this magical food area will be the renowned Nationwide Food Services, a division of Automatic Canteen Co. of America. The contract Flavo-Rite has in the food pavilion is an exclusive one for oriental foods, so if you eat chinese delicacies in the three-story, 120,000 sq. ft. food industry pavilion, know well that the Flavo stamp is on every bite.

## SMPTE Meeting In Boston

BOSTON—Latest equipment in the fields of motion pictures, television, photoinstrumentation, and high-speed photography is being exhibited here (Oct. 14-17) during the 94th convention of the Society of Motion Picture and Television Engineers. The convention is at the Somerset Hotel.

SMPTE exhibit chairman Lester E. Bernd, Cine Service Laboratories, Inc., has announced that the exhibit area will have 30 booths. Among the firms that already have announced plans to exhibit equipment are Arri-flex Corp. of America, Hi-Speed Equipment, Inc., Pathe Products, Inc., and Quick-Set, Inc.

Included in the 2,000 persons who will view the exhibits will be commercial motion-picture producers, owners of processing laboratories, television engineers, medical researchers, persons involved in educational television, and space-research scientists.

## Reeves Ups C. H. Laird

NEW YORK—John S. Kane, vice-president and general manager has announced that C. Henry Laird has been named Mid-Western Regional Manager for Reeves Soundcraft, Division of Reeves Industries, Inc., Danbury, Conn. He succeeds Arthur H. Hoffman who resigned.

Laird was formerly Eastern Division Manager for Beattie Coleman, Inc. and was vice-president and general manager of Optics Manufacturing Corp. He also has been associated in a sales capacity with Radio Corporation of America.

Laird, a graduate of Rutgers University and Rutgers University Law School, is married and has two children. He will make his headquarters in the Reeves Soundcraft Chicago office and will be responsible for all sales activities throughout the complete Mid-west territory.

THERE'S PLenty FOR YOU AT CENTURY!

... and from *CENTURY* only

## dramatic, New ALL-TRANSISTOR sound systems

\*True high-fidelity,  
distortion free.

\*Low installation cost,  
minimum space needs.

\*Increased reliability,  
less maintenance.

\*No vacuum tubes, no  
photoelectric cells.

## and the only American-made 70 mm 35 theatre projection systems

SEE  
YOUR CENTURY  
DEALER

... for bigger, brighter projection.

**CENTURY PROJECTOR CORP.**

New York 19, N. Y.

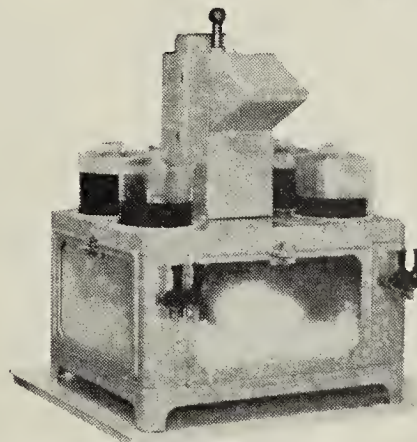
## TREMENDOUS PROFITS!

From the *NEW SUPER MODEL*

Bert's "SNOW MAGIC" Snow Cone Machine

Designed for convenience, speed and quality  
**MAKE MORE MONEY AND MORE FRIENDS with  
"SNOW MAGIC"**

- No Gears!
- No Belts!
- No Pulleys!
- No Oiling!



**THE NEW SNOW  
CONE MACHINE**

Capacity: 50 cones  
every 30 seconds.

The Bert's "SNOW MAGIC" machine combines eye-appealing beauty with perfect mechanical performance and large capacity. "Snow Magic" is easy to operate and is Fully Automatic. A Snow Cone costs 1¼ to 1½¢ and usually sells for 10¢ . . . that's profit!

Visit us in Booth #20 at the Convention and see our machine in action.

DISTRIBUTORS WANTED

**SAMUEL BERT MFG. CO.**

Fair Park Station, Box 26410, DALLAS, TEXAS



# Large Screen Color TV For Theatres

NEW COLOR EIDOPHOR DEVELOPED FOR THEATRE NETWORK TELEVISION  
USES THREE SEPARATE OPTICAL SYSTEMS TO PROJECT FULL COLOR

WOODSIDE, N. Y.—The new "Color Eidophor" large-screen television projection system marks a technological milestone in the television industry.

Here is how the new system works.

The signal, or "input" as it is referred to by engineers, can come from one of several different sources—a live tv session being photographed and piped directly to the Color Eidophor projector, a color video tape, color film, color slides, or a color television program picked up off the air.

The key element in the new system is a concave mirror on which has been deposited a special viscous fluid called the control layer. Both the light from the system's light source and the "input" electronic impulses converge on this concave mirror with its control layer.

The control fluid, according to Eugene D. Warren, director of engineering of TNT (Theatre Network Television, Inc.), has been formulated for specific electrical, chemical, mechanical, optical and thermal properties.

The light source is a xenon lamp, one of the brightest light sources developed for projectors. The light travels from the lamp to a series of reflecting bars and then to the control layer and mirror. If the system has no "input," the light will then retrace its path from the mirror back to the reflecting bar and then to the light source, the screen remaining black.

When there is an "input" a different set of circumstances occur. The input arrives through an electron gun. The gun writes its electronic tv picture on the control layer of the mirror. This modifies or "etches" the formerly smooth surface of the control layer. Light from the light source which passes through these "etched" areas on the control layer are deflected from their normal course. The light now goes back from the mirror through the etched control layer surface, through the bar system (which now lets the light pass straight through rather than reflecting it directly to the light source), through an optical system and then to the theatre screen.

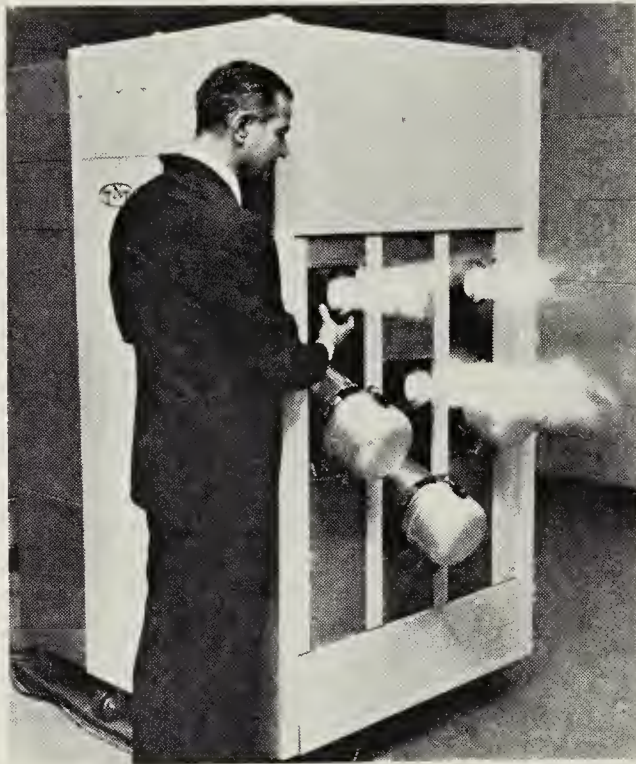
The new Color Eidophor has three separate optical systems, each of which receives, processes and projects, one of the primary colors in the color image. An ingenious control system permits a simple matching of the three primary colors from the three optical systems to form one perfect color picture on the screen.

The new system offers the following advantages

over the best color tv projectors previously available:

**Light**—It projects more than 4,000 lumens of light on the screen, compared with 250 lumens for the best former system, an improvement of 16 to 1. This makes possible a bright, crisp picture, even on a huge screen, 50' x 38'.

**Contrast**—The contrast ratio of the new system is 100:1 vs. 20:1 for the best former



TNT's Color Eidophor

system—a five-fold improvement. Contrast ratio is the difference between the darkest blacks and brightest highlights. Good contrast as well as bright illumination is necessary for accurate color projection.

**Resolution**—The resolution, or sharpness of image, is approximately twice that of the best competing system. The Color Eidophor has a resolution of more than 700 lines, while the nearest competitor has a resolution of from 350 to 400 lines.

**Distortion**—Geometric distortion of the new system is less than one percent, while that of other systems is a minimum of three to four percent. Low distortion produces a more accurate color image on the screen.

The fact that tv can now be projected on large screens in true color with a sharp, bright image presents numerous new applications for the medium in the entertainment,

military, government, educational, industrial and commercial fields.

The ratio of the picture width to projection distance ranges from 1:1 to 7:1, covering the requirements of all normal size theatre screens, from the smallest to the largest.

Illumination at the edges of the Color Eidophor picture are no less than 70 percent of that at the center. Standards of the Society of Motion Picture and TV Engineers permit a drop to 60 percent.

The projector operates on the FCC-approved color system used for commercial color tv. It also can operate on higher resolution systems for special purpose displays.

The "control layer" system of television projection was discovered in 1939 by Dr. Fritz Fischer, professor of Applied Physics and director of the Department of Industrial Research at the Swiss Federal Institute in Zurich. Further work on the new method was conducted by professor Ernst Baumann of the Institute. His contributions were succeeded by the efforts of Dr. Edgar Greener, A. G., of Zurich, then by a joint effort conducted by Gretag Limited, subsidiary of Ciba, Switzerland, and Philips of The Netherlands.

Nathan L. Halpern, president of TNT, noted that the new color system was a further development of the already widely used black and white Eidophor systems. He said, "There are now 124 black and white Eidophors in field use. These projectors have maintained an extremely high level of trouble-free performance."

TNT expects that the market for the new projector will be substantial. In this connection, Halpern stated that TNT is planning to re-enter the field of theatre television programming.

The new Color Eidophor is in commercial production. The system is enclosed in a mobile unit weighing 1,100 pounds.

## CORRECTION NOTICE

The editor would like to call our readers' attention to an inadvertent error that appeared in the September 18 issue of **PHYSICAL THEATRE** on Page PE-6. In bringing you the details on The Strong Electric Corp.'s new Futura projection arc lamp, we erroneously reported that Futura I, Futura II, and Futura III lamps were introduced.

There is, as some of our readers may have discovered, no such animal as a Futura III. However, the new lamp does come in three different ratings: Futura I for 11mm carbon trim burning in the 75 to 105 amp range; and Futura II, which features automatic crater positioning for either 13.6mm trim burning at 120 to 160 amps, or for 11mm carbon trim burning at 100 to 125 amperes.

Additional technical information may be gotten from a story on the Futura (to be shown at the N.Y. Trade Show) which appears with the Convention material in this issue.

## GUARANTEED ECONOMY AND TOP PERFORMANCE !

# Heyer-Shultz Inc. METAL REFLECTORS

**GUARANTEED 5 YEARS!**

UNBREAKABLE — NON-PITTING — NON-TARNISHING — NON-PEELING

Plus  
Factory Refinishing Service

Manufactured by **Heyer-Shultz Inc.**  
Cedar Grove, N. J.

See Your Theatre Supply Dealer



## Patrons Getting Cold?

TOLEDO—According to EPRAD, manufacturer of Drive-In theatre heaters, speakers, etc., requests have been coming in (mostly from Canadian DI's) for super-hot 1,000 watt in-car heaters.

EPRAD claims that they have had 1,000 watters for years, but haven't gone out of their way to let people know this.

Not only does the 1,000 watter cost so much more to install and run, EPRAD says, but studies have shown that a 750 watt heater is adequate for all U.S. D-I's and most of the ozoners in Southern Canada (where most of that country's population is concentrated.)

For extremely cold nights, the company simply advises putting two 750 watters in each car. If it's that cold, they maintain, you'll have enough heaters to go around.

### WANT FURTHER INFORMATION ON PRODUCTS

#### ADVERTISED IN THIS ISSUE

##### Please Check:

- ☐ ASHCRAFT MFG. CO., INC., C. S., Projection Lamps and Rectifiers
- ☐ BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC., Complete Theatre Equipment Leasing, Norelco 70/35 mm Projectors, Planning
- ☐ SAMUEL BERT MFG. CO., "Snow Magic" Snow Cone Machines
- ☐ CARBONS, INC., Lorraine Arc Carbons
- ☐ CARBON PRODUCTS DIV., UNION CARBIDE CORP., "National" Projector Carbons
- ☐ CENTURY PROJECTOR CORP., All-Transistor Sound Systems, American-Made 70/35 Projection Systems
- ☐ COCA-COLA CO., THE, Coca-Cola
- ☐ DR PEPPER CO., Dr. Pepper Soft Drinks
- ☐ EPRAD, INC., Golden Hot-Shot In-Car Heaters
- ☐ GENERAL REGISTER CORP., Automaticket Cash Control
- ☐ HEYER-SHULTZ, INC., Metal Reflectors
- ☐ HEYWOOD-WAKEFIELD CO., Theatre Seating
- ☐ MASSEY SEATING CO., Theatre Seat Rehabilitation
- ☐ NATIONAL THEATRE SUPPLY CO., Simplex X-L Projectors
- ☐ NORTH AMERICAN PHILIPS CO., INC., Norelco AA II Universal Projectors
- ☐ PEPSI-COLA CO., Pepsi-Cola
- ☐ STRONG ELECTRIC CORP., THE, "Futura" Projection Lamps
- ☐ UNION CARBIDE CORP., CARBON PRODUCTS DIV., "National" Projector Carbons
- ☐ WESTERN ELECTRONICS CO., Rebuilt Drive-In Speakers
- ☐ XETRON DIV., CARBONS, INC., Xetron Lamp-houses, Power Supplies

##### LIST ITEMS

ISSUE OF OCTOBER 16, 1963

NAME \_\_\_\_\_

THEATRE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE \_\_\_\_\_

**MOTION PICTURE EXHIBITOR**

317 N. Broad St., Philadelphia, Pa. 19107.

## NBC's Quiroga Awarded Kalmus Gold Medal

NEW YORK—Alex Quiroga, color and technical coordinator in Hollywood for National Broadcasting Company, will receive this year's Herbert T. Kalmus Gold Medal Award of the Society of Motion Picture and Television Engineers.

The award, established in 1955 in honor of the developer of the Technicolor process, recognizes outstanding technical achievement in color motion pictures for theatre or television use.

This year's award was announced by SMPTE President Reid H. Ray. Chairman of the award committee was Dr. C. J. Staud, vice-president in charge of research for Eastman Kodak Co. The medal will be presented to Quiroga in ceremonies during the Society's 94th Technical Conference Oct. 13-18 in Boston.

A graduate of Realgymnasium "Meerstern" in Switzerland and of Filmakademie Berlin-Ufastadt, Quiroga is a pioneer in the field of

color television. In 1954 he was awarded the John Hopkins Television Fellowship.

Since 1957, Quiroga has established a close relationship between film manufacturers, studios, processing laboratories and the NBC television network. He is responsible for, and supervises such color film programs as "Bonanza," "The Virginian," "Hazel," and "Kraft Theater."

He has been concerned most recently with such problems as the objective balancing of TV color monitors.

Among his many inventions are the Quirogascope, an optical attachment for television cameras to permit the tilting of scenes; a gyrostabilized camera mount, a three-dimensional television system, a video-tape editor, and instrumentation in color film reproduction.

Quiroga is a member of SMPTE, the Optical Society of America, the American Institute of Physics and the International Color Council.

He lives at 3326 Charleston Way, Hollywood.

## D-I's Used For Boston Transit Plan

BOSTON—Although the Drive-In theatre parking project flopped on its initial tryout here, Mass. Transportation Commission officials said at the end of the week, that the experiment "is catching on."

The ambitious plan to permit commuters to park their cars at any one of three Drive-In theatres and ride the MTA into the city to relieve downtown auto parking congestion found only five cars in the Revere Drive-In Theatre, 13 at Neponset Drive-In, and eight at Fresh Pond Drive-In, North Cambridge. More than 5000 parking spaces are being made available to motorists through the plan at the theatres.

But, more commuters parked after the first day, and Fresh Pond, which had only eight the first day, had 18 cars and 22 riders on the second day and had 29 cars with 12 extra passengers the following day.

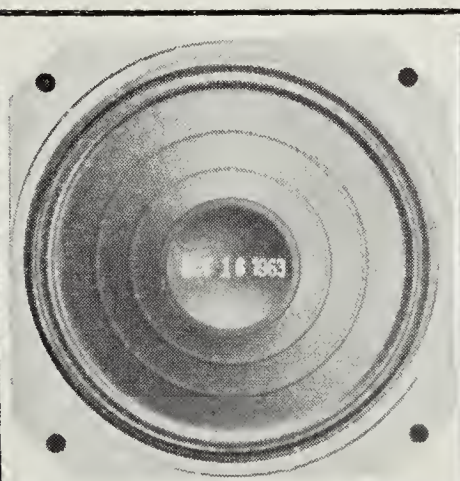
At Revere Drive-In where only five cars parked the first day, 14 were parked the next day with six extra passengers. A spokesman for the MTA pointed out that in rush hours buses leave the drive-ins every five minutes

and run express into Boston in less than 15 minutes.

Parking fees at the Drive-Ins are 25 cents, with round trip express bus fares from Neponset and Revere to the nearest MTA terminals, 75 cents. The bus fares from Fresh Pond to Harvard Sq. were pegged at 35 cents. But, on the first day, at least, few used the new service.

Cars must be out by 6:30 or the drivers must pay the regular theatre admission. Motorists at Revere and Neponset buy a \$1 four stub ticket which provides for parking and inbound and outbound transportation. Passengers may either purchase a 75 cents round trip on the MTA or pay 40 cents each way on the bus.

Mass Transportation Committee supervisor for the project, Lloyd Higgs, said commuter response to the experimental program will determine its success. He expressed pleasure with the token response on opening day. Another MTC spokesman said that the parking fee and bus fare under the program is generally less than motorists now pay to garage their cars in downtown Boston.



ALL KINDS AND STYLES of speakers rebuilt with latest electronic equipment. All speakers are *weatherproofed, tested, dated* and **GUARANTEED ONE FULL YEAR!**

### DON'T CLOSE YOUR DRIVE-IN UNTIL YOU ACCEPT THIS FREE OFFER!

We will rebuild one of your Drive-In speakers **free** to prove we can make it as good as new—or better!

**Why wait** until next spring to repair your speakers. We can do it in the slow winter months ahead—and at a **low, low cost.**

**Accept our offer.** Send us one speaker (not the case). We will rebuild it **free** and return to you with full details and prices.

You will **save** time—money—inconvenience, and we will ship speakers **whenever you want for Spring opening.**

(P.S. Offer also open to Drive-Ins who operate all year.)

**ACT NOW! SEND SPEAKER TODAY!**

Write DEPT. E

**WESTERN ELECTRONICS CO.**

3311 HOUSTON AVE., HOUSTON, TEXAS 77009



## Western Extends D-I Service

HOUSTON—Drive-In theatre owners and operators with bad speakers on their hands who are shutting down for the winter months were invited by Western Electronics, 3311 Houston Ave., Houston, Tex. to take advantage of an extension of services by the company.

Western Electronics had been offering D-I owners the opportunity to send one broken speaker for free repair. In addition, the company is now offering to accept speakers for repair and hold them for later shipment with no added charges for handling or insured storage.

Under the terms of the offer, closed theatres can ship speakers to Western during the winter months. The company will ready them for spring opening and ship at any date specified by the theatreman.

Western has also developed a new shipping carton to prevent damage in transit. Repaired speakers are dated and a full warranty is extended for one year on workmanship and materials.

## Fla. State Breaks Ground

MIAMI—Ground was broken for construction of Florida State Theatres' first theatre-building project in Dade County in 20 years. The 1,000-seater will be known as the Suniland and will be located in the growing South Dade area, just south of the terminus of the Palmetto Expressway.

FST President Louis Finske, Southeastern division manager Harry Botwick, and district theatres manager Al Weiss were present at the groundbreaking ceremonies.

An unusual feature of the theatre will be canopies at front and side which will allow weather-proof drop-off and pick-up of patrons arriving by car.

## Millman To B. B. Post

CHICAGO—Ron Millman has joined the Chicago-based Bastian-Blessing Company to head financial and industrial public relations activities. His appointment was announced by R. E. Owen, advertising manager for the manufacturing firm.

# ASHCRAFT

CORE-LIGHT

SUPER CINEX

CINEX SPECIAL

PROJECTION LAMPS  
AND HIGH RECTANCE  
MULTI-PHASE RECTIFIERS

★

World's Standard  
of  
Projection Excellence

# MAY WE BE OF HELP?



Just Check the items on which you want additional information. . . . We will get it into your hands quickly and completely. No obligation.

### ADVERTISING ACCESSORIES

....Attraction Board  
....Banners, Flags  
....Display Cases, Easels  
....Letters, Silhouette  
....Marquees  
....Marquee Letters  
....Poster Frames  
....Posters, Heralds  
....Signs  
....Special Announcement  
....Trailers  
....Trailers

### AIR CONDITIONING

....Air Conditioning Systems  
....Air Filters  
....Blowers  
....Diffusers  
....Fans

### CONCESSIONS

....Bags  
....Barbecue Products  
....Beverages  
....Beverage Dispenser, Fountain  
....Boxes  
....Bun Warmers  
....Butter Dispenser  
....Candy  
....Coffee  
....Coffemaker  
....Chocolate Drink  
....Chocolate Drink Dispenser  
....Concession Stand  
....Concessionaire  
....Canned, Prepared Foods  
....Cups  
....Cup Dispenser  
....Food Preparation Equipment  
....Fountains  
....Gum  
....Hamburger Grills  
....Ice Cream  
....Ice Cream Cabinets  
....Ice Cream Dispensers  
....Ice Machines  
....Malt, Shake Machines  
....Nuts  
....Pizza Equipment & Supplies  
....Popcorn  
....Popcorn Seasoning  
....Popcorn Warmers  
....Popcorn Machines  
....Refrigeration Units  
....Soft Drinks  
....Snow Cones

### COIN VENDING MACHINES

....Candy Vender  
....Cigarette Vender  
....Coffee Vender  
....Coin Changers  
....Drink Vender, Cup  
....Gum Vender  
....Hot-Cold Cup Venders  
....Ice Cream Vender  
....Juice Vender  
....Milk Vender  
....Nut Vender  
....Popcorn Vender  
....Sandwich Vender

### DECORATION • FURNISHING

....Carpets

....Carpet Cushion  
....Curtains, Stage  
....Curtain Controls & Track  
....Decorators, Designers  
....Draperies  
....Drink Fountain  
....Fabrics, Wall  
....Flooring  
....Lounge Furniture  
....Mats, Rubber  
....Paint  
....Sand Urns  
....Stage Rigging  
....Tile  
....Traffic Control

### HEATING

....Fans  
....Furnaces  
....Heat Pumps  
....Humidifiers  
....Insulation, Thermal, Acoustic

### LIGHTING

....Aisle Lights  
....Batteries  
....Color Wheels  
....Dimmers, Controls  
....Directional Signals  
....Emergency Light  
....Spot & Flood Lights  
....Switchboards  
....Transformers

### MANAGEMENT

....Theatre Forms and Systems,  
....Personnel Training  
....Uniforms

### PROJECTION

....Aperture Plates  
....Blowers, Lamphouse, Porthole  
....Carbons  
....Carbon Saver  
....Changeover  
....Dowsers  
....Film Cabinets  
....Film Cement  
....Film Coolers  
....Film Magazines  
....Film Reels  
....Film Rewinders  
....Film Splicers  
....Lenses  
....Motor Generator  
....Projectors  
....Projection Arc Lamp  
....Projector Parts  
....Pedestals  
....Rectifiers  
....Reel End Signals  
....Reflectors  
....Rewinds  
....Rheostats  
....Screens  
....Sound Equipment  
....Sprockets  
....Television, Theatre  
....Transformers

### SAFETY SUPPLIES

....Door Hardware  
....Exit Devices  
....Fire Alarms  
....Fire Extinguisher  
....Fire Hose

....Kick-Push Plates  
....Ladders

### SANITARY SUPPLIES

....Carpet Cleaners  
....Deodorants-Disinfectants  
....Floor Cleaners  
....Glass Cleaners  
....Hand Dryers  
....Mops-Brushes  
....Soap Dispenser  
....Upholstery Cleaner  
....Vacuum Cleaners

### SEATING

....Auditorium Seats  
....Drive-In Seating  
....Seat Covers  
....Seat Cushion  
....Seat Reconditioning  
....Upholstery Material

### SOUND EQUIPMENT

....Amplifiers  
....Inter-Coms  
....Exciter Lamps  
....Microphones  
....Pre-Amplifier Cabinet  
....Public Address System  
....Sound Equipment, Theatre  
....Sounds Heads  
....Sound Service Companies

### TICKET OFFICE

....Admission Signs  
....Boxoffices  
....Cash Control Systems  
....Change Making Machines  
....Coin Sorters  
....Tickets  
....Ticket Boxes  
....Ticket Machines  
....Ticket Registers  
....Turnstiles

### DRIVE-INS

....Admission Control Systems  
....Attraction Lights  
....Benches  
....Directional Lights  
....Dust Control Systems  
....Fences  
....Fireworks  
....Floodlights  
....Insect Controls  
....Flares, Light  
....Heater, In-Car  
....Miniature Trains  
....Paint  
....Picnic Table  
....Playground Equipment, Rides  
....Pools, Swimming  
....Post Lights  
....Quarter Midget Racers  
....Ramp Lights  
....Screen Facing  
....Screen Paint  
....Screen Towers  
....Seats, Walk-In Patron  
....Speakers, In-Car  
....Speaker Cords  
....Speaker Cover  
....Speaker Posts  
....Speaker Repair  
....Sweepers  
....Underground Cable

Without charge or obligation, please send me additional information on above items that are checked:

Name \_\_\_\_\_ Theatre \_\_\_\_\_

Address \_\_\_\_\_ City, State \_\_\_\_\_

Check items, fill in coupons, tear off on dotted line and mail to

**MOTION PICTURE EXHIBITOR**

317 N. BROAD ST., PHILADELPHIA 7, PENNA.

Have you remodeled your theatre recently? Redecorated?  
Put in new seats, carpets or furnishings?  
New Marquee or lobby? We would like to know about it.  
Just drop us a card or letter with details—photos if available.



# SERVICESECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual Index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia 7, Penna.



OCTOBER 16, 1963

SECTION TWO  
VOL. 70, NO. 15

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy  
CAR—Cartoon

COMP—Compilation  
D—Drama  
DOC—Documentary

MD—Melodrama  
MU—Musical  
W—Western

NOV—Novelty  
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinemascope  
CS—CinemaScope  
DC—DeLuxe Color

DS—Dyaliscope  
EC—Eastman Color  
MC—MetroColor

PC—Pathe Color  
PV—Panavision  
RE—Reissue  
TC—Technicolor

TE—Technirama  
TS—Totalscope  
VV—VistaVision  
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6303 BLACK ZOO—MD-88m.—(PV; C)—Michael Cough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program  
6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action film is satisfactory for program—Made in The Philippines  
6304 55 DAYS AT PEKING—D-150m.—(Super TE70; TC)—Charlton Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain  
6301 DAY OF THE TRIFFIDS, THE—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made  
6306 GUN HAWK, THE—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry  
6210 PAYROLL—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English  
6302 PLAY IT COOL—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English  
6305 SHOCK CORRIDOR—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant

#### COMING FEATURES IN ORDER OF RELEASE

- Oct. WAR IS HELL—Tony Russell, Baynes Barron  
Nov. GUNFIGHT AT COMANCHE CREEK—(CS; C)—Audie Murphy, Colleen Miller

#### COMING

- NOW IT CAN BE TOLD—(C)—Robert Hutton, Sandra Dorne  
LIFE IN DANGER, A—Derren Nesbitt, Julie Hopkins  
SOLDIER IN THE RAIN—Jackie Gleason, Steve McQueen, Tuesday Weld  
STRANGLER, THE—Victor Buono  
YEAR OF THE TIGER—Marshall Thompson

### AMERICAN INTERNATIONAL

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 716 BATTLE BEYOND THE SUN—MD-67m.—(C)—Edd Perry, Arla Powell—5033 (4-3-63)—Average outer space science fiction for the program—Filmgroup  
810 BEACH PARTY—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles  
705 BRAIN THAT WOULDN'T DIE, THE—MD-71m.—Jason Evers, Virginia Leith—5021 (2-20-63)—Okay horror programmer  
807 FREE, WHITE AND 21—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick  
812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry  
706 INVASION OF THE STAR CREATURES—C-70m.—Bob Hall, Frankie Ray—5021 (2-20-63)—For the duallers  
802 MIND BENDERS, THE—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentations involving the mind—English  
718 NIGHT TIDE—D-84m.—Dennis Hopper, Linda Lawson—5033 (4-3-63)—For the duallers—Filmgroup  
803 OPERATION BIKINI—D-80m.—(Part Color)—Tab Hunter, Eva Six, Frankie Avalon—5033 (4-3-63)—War-time adventure for the program  
717 RAVEN, THE—CD-86m.—(PV; C)—Vincent Price, Hazel Court, Peter Lorre, Boris Karloff—5013 (1-23-63)—Good horror comedy entry  
715 REPTILICUS—MD-81m.—(C)—Zsolt Andersen, Ann Smyrner—5009 (1-9-63)—Fair monster entry—Made In Denmark; dubbed in English  
714 SAMSON AND THE 7 MIRACLES OF THE WORLD—MD-80m.—(ColorScope)—Gordon Scott, Yoko Tani—5021 (2-20-63)—Exploitable program entry—Italian; dubbed in English  
804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63)—Average entry for horror fans  
707 WARRIORS FIVE—MD-84m.—Jack Palance, Jo Anna Ralli—Action entry for program—4993 (11-7-62)—Filmed in Italy; dubbed in English  
713 WHITE SLAVE SHIP—MD-92m.—(Colorscope; Pathe color)—Pier Angeli, Edmund Purdom—4993 (11-7-62)—Adventure on the high seas for lower half  
809 X—THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093 (9-25-63) Superior science fiction entry holds interest  
805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

#### TO BE REVIEWED

- BLACK SABBATH—(EC)—Foris Karloff  
CALIFORNIA—Jock Mahoney  
COMEDY OF TERRORS, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff  
DEMENTIA # 13—William Campbell, Luana Anders—Filmgroup  
ERIK, THE CONQUEROR—(C)—Cameron Mitchell  
FEAR—Boris Karloff  
FLIGHT INTO FRIGHT—John Saxon, Leticia Roman

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; B—Objectionable in Part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

- |                              |         |
|------------------------------|---------|
| • Act One                    | WB      |
| Air Patrol                   | A1 Fox  |
| All The Way Home             | A2 Par. |
| Amazons of Rome              | A2 UA   |
| • America, America           | WB      |
| • Any Number Can Play        | MGM     |
| • Aphrodite, Goddess Of Love | Emb.    |
| Army Game, The               | For.    |
| Arturo's Island              | B MGM   |
| As Nature Intended           | For.    |
| Auntie Mame—Re.              | A3 WB   |

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running - times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



# B

Balcony, The	C	Misc.
Battle Beyond the Sun (Filmgroup)	A-1	
Beach Party	A3	A-1
Bedtime Story	U	
Bear, The	A1	Emb.
Behold A Pale Horse	Col.	
Beauty And The Beast	A1	UA
Becket	Par.	
Best Man, The	UA	
Big Risk, The	A3	UA
Birds, The	A2	U-I
Black Fox	A2	Misc.
Black Sabbath	A1	
Black Gold	A1	WB
Black Zoo	A2	AA
Brain That Wouldn't Die, The	B	A1
Brass Bottle, The	U	
Bristle Face	BV	
Buddha	For.	
Bunny Yeager's Nude Camera	Misc.	
Burning Court, The	A2	For.
Bye, Bye Birdie	A3	Col.

# C

Calro	A3	MGM
California	A1	
Call Me Bwana	A2	UA
Captain Newman, M.D.	U	
Captain Sindbad	A1	MGM
Cardinal, The	Col.	
Caretakers, The	A3	UA
Carnival Of Souls	Misc.	
Carpetbaggers, The	Par.	
Carry On Constable	For.	
Carry On Teacher	For.	
Castilian, The	A2	WB
Cattle King	A1	MGM
Centurion, The	A2	For.
Ceremony, The	UA	
Chalk Garden, The	U-I	
Charade	A2	U-I
Cheyenne Autumn	WB	
Child Is Waiting, A	A2	UA
Children Of The Damned	MGM	
Circus World	Par.	
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
Come Blow Your Horn	A3	Par.
Come Fly With Me	A2	MGM
Come September—Re.	A3	U
Comedy Of Terrors, The	A1	
Company Of Cowards, The	MGM	
Condemned Of Altona, The	A3	Fox
Congo Vivo	Col.	
Conjugal Bed, The	EMB	
Constantine And The Cross	A1	Emb.
Cool Mikado, The	UA	
Corridors Of Blood	A3	Misc.
Counterfeiters Of Paris, The	A3	MGM
Court Martial	UA	
Courtship Of Eddie's Father, The	A2	MGM
Creation Of The Humanoids, The	Misc.	
Crime Does Not Pay	A3	Emb.
Crimson Blade, The	A1	Col.
Critic's Choice	A3	WB
Crooks Anonymous	A3	For.
Cross Of Living	For.	
Cry Of Battle	B	AA

# D

Dark Purpose	U	
Day And The Hour, The	A2	MGM
Day Mars Invaded Earth, The	A1	Fox
Day Of The Triffids, The	A2	AA
Days Of Wine And Roses	A2	WB
Dead Ringer	WB	
Dementia (Filmgroup)	A-1	
Devil's Hand, The	Misc.	
Devil's Messenger, The	Misc.	
Diamond Head	B	Col.
Diary Of A Madman	A2	UA
Dime With A Halo	A3	MGM
Distant Trumpet, A	WB	
Dr. No	B	UA
Dr. Strangelove	Col.	
Donovan's Reef	A2	Par.
Don't Give Up The Ship—Re.	A3	Par.
Drums Of Africa	A1	MGM
Dubious Patriots, The	UA	
Duel Of The Titans	A2	Par.

# E

East Of Kilmantjaro	Misc.	
8½	A4	Emb.
Elusive Corporal, The	For.	
Emil And The Detectives	BV	
Empty Canvas, The	Emb.	
Ensign Pulver	WB	
Erik, The Conqueror	A2	A-1
Europe In The Raw	Misc.	
European Nights	Misc.	

GOLIATH AND THE SINS OF BABYLON—(Techniscope; TC)—Mark Forest  
 IT'S ALIVE—(C)—Peter Lorre, Elsa Lanchester  
 MASQUE OF THE RED DEATH—(PV; C)—Vincent Price  
 PYRO—(PanaColor)—Barry Sullivan, Martha Hyer  
 SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele  
 SUMMER HOLIDAY—(TE; TC)—Cliff Richards, Lauri Peters  
 SOME PEOPLE—(C)—Kenneth More  
 UNDER AGE—Anne MacAdams, Roland Royter

## BUENA VISTA

### DISTRIBUTED DURING THE PAST 12 MONTHS

- FANTASIA—NOV—117m.—(TB)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors  
 136 IN SEARCH OF THE CASTAWAYS—CD—100m.—(TC)—Maurice Chevalier, Hayley Mills, George Sanders—5005 (12-19-62)—Another Disney winner for family trade—English  
 110 LEGEND OF LOBO, THE—NOV—67m.—(TC)—True Life Adventure—4993 (11-7-62)—Fascinating animal study from Disney  
 141 MIRACLE OF THE WHITE STALLIONS—D—118m.—(TC)—Robert Taylor, Lilli Palmer, Curt Jurgens—5033 (4-3-63)—Interesting adventure drama—Filmed in Austria  
 143 SAVAGE SAM—MD—104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kristen—5049 (5-29-63)—Exciting Disney meller.  
 140 SON OF FLUBBER—C—100m.—Fred MacMurray, Nancy Olson, Ken Murray—5013 (1-23-63)—Disney comedy sequel should be hit with family audiences  
 144 SUMMER MAGIC—CD—108m.—(TC)—Hayley Mills, Burl Ives, Dorothy McGuire—5061 (6-26-63)—Another Disney family entertainment  
 SWORD IN THE STONE, THE—CAR—75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart  
 20,000 LEAGUES UNDER THE SEA—MD—127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature  
 YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

### TO BE REVIEWED

BRISTLE FACE—Brian Keith, Jeff Donnell  
 EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell  
 HORSE WITHOUT A HEAD, THE—Jean Pierre Aumont  
 INCREDIBLE JOURNEY, THE—(TC)—Emile Ceneest, Sandra Scott  
 MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke  
 MERLIN JONES—(TC)—Annette, Tommy Kirk  
 MISADVENTURES OF MERLIN JONES, THE—(TC)—Annette, Tommy Kirk  
 MOON-SPINNERS, THE—Hayley Mills, Eli Wallach  
 THREE LIVES OF THOMASINA—(TC)—Patrick McGeehan, Susan Hampshire  
 TIGER WALKS, A—(TC)—Brian Keith, Vera Miles, Sabu  
 WILD GOOSE STOP—(TC)—Brandon De Wilde, Brian Keith

## COLUMBIA

### DISTRIBUTED DURING THE PAST 12 MONTHS

- 719 BYE BYE BIRDIE—MUC—112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment  
 715 DIAMOND HEAD—D—107m.—(PV; EC)—Charlton Heston, Yvette Mimieux, France Nuyen—5009 (1-9-63)—Lush settings, names boost drama's appeal  
 721 FURY OF THE PAGANS—MD—86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program  
 GIDGET GOES TO ROME—C—101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy  
 IN THE FRENCH STYLE—D—105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France  
 722 JASON AND THE ARGONAUTS—FAN—104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects  
 003 JUST FOR FUN—MU—72m.—Mark Wynter, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English  
 714 LAWRENCE OF ARABIA—D—222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 L-SHAPED ROOM, THE—D—125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of a girl's problem—English—Davis-Royal  
 718 MAN FROM THE DINERS' CLUB, THE—C—96m.—Danny Kaye, Cara Williams—5034 (4-3-63)—Cute comedy with Kaye touch  
 SEIGE OF THE SAXONS—MD—85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England  
 REACH FOR GLORY—D—89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.  
 RUNNING MAN, THE—MD—103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad  
 006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C—94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work  
 001 13 FRIGHTENED GIRLS—MD—89m.—(EC)—Kathy Dunn, Murray Hamilton—5061 (6-26-63)—Interesting programmer  
 709 TWO TICKETS TO PARIS—CMU—78m.—Joey Dee, Jeri Lynne Fraser—4997 (11-21-62)—Fair programmer  
 UNDER THE YUM YUM TREE—C—110m.—(EC)—Jack Lemon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy

### COMING FEATURES IN ORDER OF RELEASE

Oct. MANIAC—Kerwin Mathews, Nadia Gray  
 Oct. OLD DARK HOUSE, THE—Tom Poston, Joyce Grenfell  
 Dec. CARDINAL, THE—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lynley, John Saxon

### COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn  
 CONGO VIVO—Jean Sebastian, Bachir Toure  
 CRIMSON BLADE, THE—Lionel Jeffries, June Thorburn—English  
 DR. STRANGELOVE—Peter Sellers, Sterling Hayden  
 FAIL SAFE—Henry Fonda, Dan O'Herlihy  
 FASTEST GUN, THE—(C)—Audie Murphy, Merry Anders  
 GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider  
 I LOVE, YOU LOVE—(Ultrascopes; C)—Don Jada's Japanese Revue, Red Army Choir, Moisey Ballet  
 LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda  
 LONG SHIPS, THE—(TE; TC)—Richard Widmark, Sidney Poitier, Leslie Parrish  
 NEW INTERNS, THE—Michael Callan, Stefanie Powers  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newley, Anne Aubrey  
 PSYCHE 59—Curd Jurgens, Patricia Neal  
 PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English  
 SENILITA—Anthony Franciosa, Claudia Cardinale  
 STRAIT-JACKET—Joan Crawford, John Anthony Hayes  
 SWINGIN' MAIDEN, THE—Michael Craig, Anne Helm, Jeff Donnell  
 THESE ARE THE DAMNED—Macdonald Carey, Shirley Ann Field  
 TRAVELING LADY, THE—Steve McQueen, Lee Remick  
 25TH HOUR, THE—Gregory Peck, Anthony Quinn  
 VICTORS, THE—(PV)—Vincent Edwards, Melina Mercouri  
 WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes  
 WHISTLE YOUR WAY BACK HOME—(C)—Feature Cartoon

## EMBASSY

CRIME DOES NOT PAY—D—159m.—(DS)—Pierre Brasseur, Gino Cervi, Danielle Darrieux—4993 (11-7-62)—Interesting import is art house natural—French; English titles  
 CONSTANTINE AND THE CROSS—D—114m.—(TS; EC)—Cornel Wilde, Christine Kaufman—5001 (12-5-62)—Interesting, well-made spectacle—Italian; English dialogue  
 8½—FAN—135m.—Marcello Mastroianni, Claudia Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles  
 CONJUGAL BED, THE—CD—90m.—Ugo Tognazzi, Marina Vlady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles



**FACE IN THE RAIN, A**—D-81m.—Rory Calhoun, Marina Bertl, Niall MacGinnis—5029 (3-20-63)—Suspense in war for program—Italian; English language  
**LANDRU**—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles  
**LOVE AT TWENTY**—D-113m.—Jean-Pierre Leaud, Eleanora Rossi Drago—5021 (2-20-63)—Exploitable entry for art spots—Filmed abroad; English titles  
**MADAME**—CD-104m.—(TE; TC)—Sophia Loren, Robert Hossein—5025 (3-6-63)—Exploitable offering for art and other spots—(Italian made; Dubbed in English)  
**NIGHT IS MY FUTURE**—D-87m.—Mal Zetterling, Birger Malmsten—5009 (1-9-63)—Interesting Ingmar Bergman Import—Swedish; English titles  
**SEVEN CAPITAL SINS**—COMP.—110m.—(DS)—Dany Saval, Jean-Pierre Aumont—4997 (11-21-62)—Another off-beat entry for art spots—French—English titles  
**WOMEN OF THE WORLD**—DOC.—107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration

### COMING

Mar. **BEAR, THE**—Renato Rascel, Francis Blanche  
 April **APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
 June **PASSIONATE THIEF, THE**—Anna Magnani  
 June **YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French  
 July **LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**LOVE MAKERS, THE**—Claudia Cardinale, Jean-Paul Belmondo  
 Sept. **THREE PENNY OPERA**—Curt Jurgens, June Ritchie  
 Oct. **GHOST AT NOON**—(C)—Brigitte Bardot, Jack Palance  
 Nov. **EMPTY CANVAS, THE**—Bette Davis, Horst Buchholz  
**ONLY ONE NEW YORK**—Documentary  
**YESTERDAY, TODAY AND TOMORROW**—Sophia Loren, Marcello Mastroianni

### MGM

### DISTRIBUTED DURING THE PAST 12 MONTHS

315 **ARTURO'S ISLAND**—D-90m.—Reginald Kernan, Vanni De Maigret, Key Meersman—5009 (1-9-63)—Interesting import for art houses—Italian—English titles  
 310 **BILLY ROSE'S JUMBO**—125m.—(PV; MC)—Doris Day, Stephen Boyd, Jimmy Durante—5001 (12-5-62)—Colorful circus yarn boasts top names; great songs  
 316 **CAIRO**—MD-91m.—George Sanders, Richard Johnson—5017 (2-6-63)—Okay crime programmer in Egyptian locale  
 326 **CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad  
 331 **CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053 (6-12-63)—Large scale western  
 322 **COME FLY WITH ME**—CD-109m.—(PV; MC)—Dolores Hart, Hugh O'Brian, Karl Boehm—5084 (4-3-63)—Romantic adventures of three airline hostesses  
 313 **COUNTERFEITERS OF PARIS, THE**—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic charm and Jean Gabin—French; English titles  
 321 **COURTSHIP OF EDDIE'S FATHER, THE**—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—Fine entertainment for everyone  
 318 **DIME WITH A HALO**—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program  
 327 **DRUMS OF AFRICA**—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program  
 330 **FLIPPER**—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment  
 320 **FOLLOW THE BOYS**—MUC-95m.—(PV; MC)—Connie Francis, Paula Prentiss, Ron Randell—5022 (2-20-63)—Moderate musical aimed at teen audiences  
 319 **FOUR DAYS OF NAPLES, THE**—D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring import deserves highest rating—Italian; English titles  
 401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
 317 **HOOK, THE**—D-98m.—(PV)—Kirk Douglas, Robert Walker—5013 (1-23-63)—Interesting, well-made drama about men in war  
**HOW THE WEST WAS WON**—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
 406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze  
 325 **IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-28-63)—Fairly interesting romance  
 323 **IT HAPPENED AT THE WORLD'S FAIR**—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on Presley draw  
 312 **KILL OR CURE**—C-88m.—Terry-Thomas, Eric Sykes, Moira Redmond—4998 (11-21-62)—Fair comedy who-dun-it import—English  
 307 **MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy  
 340 **MONKEY IN WINTER**—D-104m.—Jean Gabin, Jean-Paul Belmondo, Suzanne Flon—5017 (2-6-63)—Okay entry for art spots—French; English titles  
 403 **MURDER AT THE GALLOP**—CD-81m.—(PV)—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English  
 355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
 305 **PASSWORD IS COURAGE**—CD-116m.—Dirk Bogarde, Maria Perschy—5010 (1-9-63)—Exciting, well-made P.O.W. comedy drama—English  
 308 **PERIOD OF ADJUSTMENT**—C-112m.—Tony Franciosa, Jane Fonda, Jim Hutton—4994 (11-7-62)—Superior comedy should please a wide audience  
 324 **RIFI IN TOKYO**—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made in Japan  
 306 **SAVAGE GUNS, THE**—W-85m.—(MC; MS)—Richard Basehart, Marie Granada—5022 (2-20-63)—Average western for program Made in Spain  
 309 **SEVEN SEAS TO CALAIS**—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure—Italian; spoken in English  
 328 **SLAVE, THE**—MD-102m.—(CS; EC)—Steve Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English  
 304 **SQUARE OF VIOLENCE**—MD-113m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made for the program—Filmed abroad  
 333 **TARZAN'S THREE CHALLENGES**—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad  
 334 **TICKLISH AFFAIR, A**—C-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy aimed at family audiences  
 314 **TRIAL AND ERROR**—CD-99m.—Peter Sellers, Richard Attenborough—4998 (11-21-62)—For the art houses—English  
**TWILIGHT OF HONOR**—D-115m.—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults  
**WHEELER DEALERS, THE**—C-106m.—(PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce  
 356 **WONDERFUL WORLD OF THE BROTHERS GRIMM, THE**—CDFAN-129m.—(CN; TC)—Laurence Harvey, Claire Bloom, Walter Slezak—4958 (7-25-62)—High rating  
 336 **YOUNG AND THE BRAVE, THE**—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer  
 402 **V.I.P.'s, THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

### COMING FEATURES IN ORDER OF RELEASE

July **DAY AND THE HOUR, THE**—Simone Signoret, Stuart Whitman  
 July **TWO ARE GUILTY**—(Dailyscope)—Anthony Perkins, Jean Claude Brial  
 Sept. **ANY NUMBER CAN PLAY**—Jean Gabin  
 Sept. **VICE AND VIRTUE**—Catherine Daneuve, Annie Girardot, Robert Hassein  
 Oct. **GOLDEN ARROW, THE**—(TE; EC)—Tab Hunter, Rosanna Padesta  
 Oct. **TIKO AND THE SHARK**—(WS; C)—Tahitian Cast  
 Nov. **GLADIATORS SEVEN**—(CS)—Richard Harrison  
 Nov. **MGM'S BIG PARADE OF COMEDY**—Compilation  
 Jan. **SUNDAY IN NEW YORK**—(MC)—Jane Fonda, Cliff Robertson

### COMING

**CHILDREN OF THE DAMNED**—Ian Hendry, Alan Badel—England  
**COMPANY OF COWARDS, THE**—(PV)—Glenn Ford, Stella Stevens, Jim Backus  
**FAMILY DIARY**—Marcello Mastroianni  
**GLOBAL AFFAIR, A**—Bob Hope, Lilo Pulver, Yvonne DeCarlo  
**GOLD FOR THE CAESARS**—(C)—Jeffrey Hunter  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**MAIL ORDER BRIDE**—(PV; MC)—Buddy Ebsen, Kier Dullea  
**NIGHT MUST FALL**—Albert Finney—English  
**NIGHT OF THE IGUANA**—Richard Burton, Ava Gardner  
**OF HUMAN BONDAGE**—(PV; MC)—Kim Novak, Laurence Harvey  
**POSTMAN'S KNOCK**—Spike Milligan, Barbara Shelley

### F

Face In The Rain \_\_\_\_\_ Emb.  
 •Fair Safe \_\_\_\_\_ Col.  
 Fall Guy, The \_\_\_\_\_ Misc.  
 •Fall Of The Roman Empire \_\_\_\_\_ Par.  
 •Family Diary \_\_\_\_\_ MGM  
 Fantasia—Re. \_\_\_\_\_ BV  
 Farewell To Arms, A—Re. \_\_\_\_\_ B Fox  
 •Fastest Gun, The \_\_\_\_\_ Col.  
 •Fear \_\_\_\_\_ A-1  
 Fiasco In Milan \_\_\_\_\_ For.  
 55 Days At Peking \_\_\_\_\_ A1 AA  
 Firebrand \_\_\_\_\_ B Fox  
 Five Miles To Midnight \_\_\_\_\_ A3 UA  
 Flamboyant Sex, The \_\_\_\_\_ For.  
 •Flight From Ashiya \_\_\_\_\_ UA  
 •Flight Into Flight \_\_\_\_\_ A-1  
 Flipper \_\_\_\_\_ A1 MGM  
 Follow The Boys \_\_\_\_\_ B MGM  
 For Love Or Money \_\_\_\_\_ B U-1  
 •For Those Who Think Young \_\_\_\_\_ UA  
 40 Pounds Of Trouble \_\_\_\_\_ A2 U-1  
 Four Days Of Naples \_\_\_\_\_ A2 MGM  
 •Four For Texas \_\_\_\_\_ WB  
 Free White and 21 \_\_\_\_\_ B A-1  
 French Game, The \_\_\_\_\_ For.  
 Freud: The Secret Passion \_\_\_\_\_ A4 U-1  
 •From Russia, With Love \_\_\_\_\_ UA  
 Fruit Is Ripe \_\_\_\_\_ For.  
 •Fun In Acapulco \_\_\_\_\_ A3 Par.  
 Fury Of The Pagans \_\_\_\_\_ A2 Col.

### G

Gathering Of Eagles, A \_\_\_\_\_ A1 U-1  
 •Ghost At Noon \_\_\_\_\_ Emb.  
 Giant—Re \_\_\_\_\_ A1 WB  
 Gidget Goes To Rome \_\_\_\_\_ A1 Col.  
 Girl Hunters, The \_\_\_\_\_ B For.  
 Girl Named Tamiko, A \_\_\_\_\_ B Par.  
 Girls, Girls, Girls \_\_\_\_\_ A2 Par.  
 •Gladiators Seven \_\_\_\_\_ MGM  
 •Global Affair, A \_\_\_\_\_ MGM  
 •Gold For The Caesars \_\_\_\_\_ MGM  
 •Golden Arrow, The \_\_\_\_\_ MGM  
 •Goliath And The Sins Of \_\_\_\_\_  
 Babylon \_\_\_\_\_ A-1  
 •Good Neighbor Sam \_\_\_\_\_ Col.  
 •Good Soup, The \_\_\_\_\_ Fox  
 Great Caruso, The—RE \_\_\_\_\_ A1 Misc.  
 Great Escape, The \_\_\_\_\_ A1 UA  
 •Great Race, The \_\_\_\_\_ WB  
 Great Van Robbery, The \_\_\_\_\_ A1 UA  
 •Greatest Story Ever Told, The \_\_\_\_\_ UA  
 Greenwich Village Story \_\_\_\_\_ Misc.  
 •Gunfight At Comanche Creek \_\_\_\_\_ AA  
 Gunfighter at the O.K. \_\_\_\_\_  
 Corral—Re. \_\_\_\_\_ B Par.  
 •Gunfighters At Casa Grande \_\_\_\_\_ MGM  
 •Gunhand, The \_\_\_\_\_ U  
 Gun Hawk, The \_\_\_\_\_ B AA

### H

Hand Of Death \_\_\_\_\_ A2 Fox  
 Harbor Lights \_\_\_\_\_ A2 Fox  
 Haunted Palace \_\_\_\_\_ A2 A-1  
 Haunting, The \_\_\_\_\_ A2 MGM  
 •He Rides Tall \_\_\_\_\_ U  
 Head, The \_\_\_\_\_ B For.  
 Heavenly Bodies \_\_\_\_\_ Misc.  
 Heavens Above \_\_\_\_\_ A3 For.  
 Her Bikini Never Got Wet \_\_\_\_\_ For.  
 Hercules and the Captive Women \_\_\_\_\_ A1 For.  
 •Here's Las Vegas \_\_\_\_\_ UA  
 •Hide And Seek \_\_\_\_\_ U  
 Hook, The \_\_\_\_\_ A2 MGM  
 Hootenanny Hoot \_\_\_\_\_ A2 MGM  
 •Horse Without A Head, The \_\_\_\_\_ BV  
 Hot Money Girl \_\_\_\_\_ For.  
 House Of The Damned \_\_\_\_\_ A2 Fox  
 How The West Was Won \_\_\_\_\_ A1 MGM  
 Hud \_\_\_\_\_ A3 Par.  
 Huns, The \_\_\_\_\_ A2 For.

### I

I Could Go On Singing \_\_\_\_\_ A3 UA  
 •I Love, You Love \_\_\_\_\_ C Col.  
 •Incredible Journey, The \_\_\_\_\_ BV  
 Impersonator, The \_\_\_\_\_ For.  
 In Search Of The Castaways \_\_\_\_\_ A1 BV  
 •In The French Style \_\_\_\_\_ A3 Col.  
 In The Cool Of The Day \_\_\_\_\_ B MGM  
 •Incredible Mr. Limpet, The \_\_\_\_\_ WB  
 Invasion Of The Star Creatures \_\_\_\_\_ A1 A-1  
 •Invitation To A Gunfighter \_\_\_\_\_ UA  
 Irma La Douce \_\_\_\_\_ B UA  
 Island Of Love \_\_\_\_\_ B WB  
 •Island Of The Blue Dolphins \_\_\_\_\_ U  
 It Happened At The World's Fair \_\_\_\_\_ A2 MGM  
 •It's Alive \_\_\_\_\_ A-1  
 •It's A Mad, Mad, Mad, Mad \_\_\_\_\_ UA  
 World \_\_\_\_\_  
 It's Only Money \_\_\_\_\_ A1 Par.



## J

Jason and the Argonauts	A1	Col.
Johnny Cool	B	UA
Jumbo	A1	MGM
Just For Fun	A2	Col.

## K

Kill or Cure	A1	MGM
King Kong vs. Godzilla	A1	UA
Kings Of The Sun	A2	U
Kiss Of The Vampire	A2	WB
Kisses For My President		

## L

L-Shaped Room, The	A4	Col.
Ladybug, Ladybug		UA
Lady For A Knight		UA
Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
La Poupee		For.
Landru	B	Emb.
Lassie's Great Adventure	A1	Fox
Last Train From Gun Hill, The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
Layfayette	A1	For.
Law Of The Lawless	A2	Par.
Lazarillo	A2	For.
Le Amiche (The Girl Friends)		For.
Legend Of Lobo, The	A1	BV
Leopard, The	A3	Fox
Life In Danger, A		AA
Light Fantastic, The	B	Emb.
Light Of Day, The		UA
Lilies Of The Field, The	A1	UA
Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
Long Absence, The	A2	For.
Long Ships, The		Col.
Longest Day, The	A1	Fox
Lord Of The Flies	A2	For.
Love At Twenty	A3	EMB
Love Is A Ball	A3	UA
Love Makers, The		Emb.
Love With The Proper Stranger		Par.
Lover Come Back—Re.	B	U
Loves Of Salammbo	A2	Fox

## M

Madame	B	Emb.
Magnificent Sinner, The	A3	For.
Mail Order Bride		MGM
Main Attraction, The	B	MGM
Man From The Dinners' Club	A1	Col.
Man In The Middle		UA
Man Who Knew Too Much, The—RE	A1	Par.
Maniac	A3	Col.
Man's Favorite Sport?		U-I
Marilyn	B	Fox
Mary Poppins		BV
Marriage Of Figaro	A3	For.
Mary, Mary	A2	WB
Masque Of The Red Death		A1
MGM's Big Parade Of Comedy		MGM
McLintock	A1	UA
Merlin Jones		BV
Mighty Ursus	A2	UA
Mind Benders, The	A3	A-1
Miracle Of The White Stallions	A1	BV
Misadventures Of Merlin Jones, The		BV
Mondo Cane	A4	For.
Monkey In Winter	A3	MGM
Monstrosity		Misc.
Moon-Spinners, The		BV
Mouse On The Moon	A1	For.
Move Over, Darling		Fox
Murder At The Gallop	A1	MGM
Murlel		UA
Mutiny On The Bounty	A2	MGM
My Fair Lady		WB
My Hobo		For.
My Life To Live		For.
My Name Is Ivan	A2	For.
My Six Loves	A1	Par.
My Son, The Hero		UA
Mystery Submarine	A1	U-I

## N

Nature's Sweethearts		Misc.
New Interns, The		Col.
New Kind Of Love, A	B	Par.
Night Is My Future	B	Emb.

PRIZE, THE—Paul Newman, Elke Sommer, Edward G. Robinson  
 RHINO—(MC)—Harry Guardino, Robert Culp  
 SEVEN FACES OF DR. LAO, THE—(WS; C)—Tony Randall, Barbara Eden  
 SMOG—(WS)—Annie Girardot, Renato Salvatore  
 TAMAHINE—(C)—Nancy Kwan, John Fraser  
 UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell  
 VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan  
 VIVA LAS VEGAS—(PV; MC)—Elvis Presley, Ann Margret

## PARAMOUNT

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 ALL THE WAY HOME—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences  
 6221 COME BLOW YOUR HORN—C—112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns  
 6220 DONOVAN'S REEF—CD—109m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action  
 R6301 DON'T GIVE UP THE SHIP—C—89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue  
 6217 DUEL OF THE TITANS—MD—90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English  
 6205 GIRLS, GIRLS, GIRLS—CMU—106m.—(Panavision, TC)—Elvis Presley, Stella Stevens—4994 (11-7-62)—A colorful Presley picture  
 6210 GIRL NAMED TAMIKO, A—D—110m.—(TC; PV)—Laurence Harvey, France Nuyen—5001 (12-5-62)—Lush romantic drama of modern Japan—Filmed in Japan  
 R6218 GUNFIGHT AT THE O.K. CORRAL—W—122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue  
 6216 HUD—D—112m.—(PV)—Paul Newman, Melvyn Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment  
 6206 IT'S ONLY MONEY—C—84m.—Jerry Lewis, Joan O'Brien—4999 (11-21-62)—Funny Jerry Lewis entry  
 R6223 LAST TRAIN FROM GUN HILL, THE—W—94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue  
 R6214 MAN WHO KNEW TOO MUCH, THE—MD—120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller  
 6213 MY SIX LOVES—CD—101m.—(TC)—Debbie Reynolds, Cliff Robertson—5025 (3-6-63)—Warm, entertaining family treat  
 6304 NEW KIND OF LOVE, A—C—110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy  
 6219 NUTTY PROFESSOR, THE—C—107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again  
 6212 PAPA'S DELICATE CONDITION—C—98m.—(TC)—Jackie Gleason, Glynis Johns—5022 (2-20-63)—Comedy offers fun for the family  
 R6302 ROCK-A-BYE BABY—C—116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue  
 R6308 TO CATCH A THIEF—MYC—106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue  
 R6215 TROUBLE WITH HARRY, THE—C—99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry  
 R6309 VERTIGO—MD—127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue  
 6207 WHO'S GOT THE ACTION—C—93m.—(PV; TC)—Dean Martin, Lana Turner, Eddie Albert—5006 (12-19-62)—Names aid moderately amusing farce  
 6303 WIVES AND LOVERS—C—103m.—Janet Leigh, an Johnson, Shelley Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

## COMING FEATURES IN ORDER OF RELEASE

- Nov. FUN IN ACAPULCO—(TC)—Elvis Presley, Ursula Andress  
 Dec. WHO'S BEEN SLEEPING IN MY BED—(TC)—Dean Martin, Carol Burnett  
 Dec. WHO'S MINDING THE STORE?—(TC)—Jerry Lewis, Jill St. John

## COMING

BECKET—(PV; EC)—Richard Burton, Peter O'Toole  
 CARPETBAGGERS, THE—(70mm. PV, TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer  
 CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth  
 FALL OF THE ROMAN EMPIRE—(Ultra-PV; TC)—Sophia Loren, Stephen Boyd  
 LAW OF THE LAWLESS—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix  
 LADY IN A CAGE—Olivia de Havilland, Jeff Corey, Ann Sothern  
 LOVE WITH THE PROPER STRANGER—Steve McQueen, Natalie Wood  
 PARIS PICK-UP—Robert Hossein, Lea Massar—French-made  
 PARIS WHEN IT SIZZLES—(TC; PV)—William Holden, Audrey Hepburn  
 SEVEN DAYS IN MAY—Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner  
 SON OF CAPTAIN BLOOD, THE—(TC)—Sean Flynn, Ann Todd

## 20TH CENTURY-FOX

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 216 AIR PATROL—MD—70m.—(CS)—Willard Parker, Merry Anders—5014 (1-23-63)—Average police meller  
 304 DAY MARS INVADERS, THE—MD—70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer  
 CLEOPATRA—D—221m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment  
 312 CONDEMNED OF ALTONA, THE—D—114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe  
 320 FAREWELL TO ARMS, A—D—123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue  
 217 FIREBRAND, THE—W—63m.—(CS)—Kent Taylor, Lisa Montell, Valentin De Vargas—5010 (1-9-63)—Okay western  
 212 HAND OF DEATH—MD—62m.—(CS)—John Agar, Paula Raymond—5038 (4-17-63)—'Monster' dualler  
 317 HARBOR LIGHTS—MD—68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer  
 313 HOUSE OF THE DAMNED—MD—62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers  
 311 LEOPARD, THE—D—165m.—(CS; DC)—Burt Lancaster, Alain Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made  
 221 LONGEST DAY, THE—D—180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad  
 223 LOVES OF SALAMMO, THE—MD—72m.—(CS; DC)—Jeanne Valerie, Jacques Sernas, Edmund Purdom—4994 (11-7-62)—For the lower half—Filmed in Italy; dubbed in English  
 302 MARILYN—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe  
 307 NINE HOURS TO RAMA—D—125m.—(CS; DC)—Horst Buchholz, Jose Ferrer, Valerie Cearon—5022 (2-20-63)—Engrossing dramatic reenactment of Gandhi's assassination—Filmed in India and England  
 319 OF LOVE AND DESIRE—D—97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made  
 316 POLICE NURSE—MD—64m.—(CS)—Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half  
 306 ROBE, THE—D—133m.—(TC; CS)—Richard Burton, Jean Simmons—5017 (2-6-63)—Excellent—Reissue  
 301 SODOM AND GOMORRAH—D—154m.—(DC)—Stewart Granger, Pier Angeli—5014 (1-23-63)—Biblical spectacle flavored with sin for mass market—Made in Italy  
 309 STRIPPER, THE—D—95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama  
 308 THIRTY YEARS OF FUN—COMP—85m.—Produced by Robert Youngson—5023 (2-20-63)—Highly amusing compilation of footage of vesteyear  
 THUNDER ISLAND—MD—65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer  
 315 YELLOW CANARY, THE—D—93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller  
 303 YOUNG GUNS OF TEXAS—W—78m.—(CS; DC)—James Mitchum, Alana Ladd—4999 (11-21-62)—Program entry has angles

## COMING FEATURES IN ORDER OF RELEASE

- Sept. LASSIE'S GREAT ADVENTURE—(DC)—June Lockhart, Hugh Reilly  
 Nov. TAKE HER, SHE'S MINE—(CS; C)—James Stewart, Sandra Dee  
 YOUNG SWINGERS, THE—(CS)—Molly Bee  
 Dec. MOVE OVER DARLING—(CS; C)—Doris Day, James Garner

## COMING

GOOD SOUP, THE—(CS)—Franchot Tone, Annie Girardot  
 PLEASE, NOT NOW!—(CS)—Brigitte Bardot  
 SHOCK TREATMENT—(CS)—Stuart Whitman, Carol Lynley  
 SURF PARTY—(CS)—Bobby Vinton, Jackie DeShannon  
 THIRD SECRET, THE—(CS)—Stephen Boyd, Patricia Neal—English  
 VISIT, THE—Ingrid Bergman, Anthony Quinn  
 WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum  
 WINSTONE AFFAIR, THE—(CS)—Robert Mitchum, France Nuyen



# UNITED ARTISTS

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6310 **AMAZONS OF ROME**—SPEC—93m.—(EC)—Louis Jourdan, Sylvia Syms—5025 (3-6-63)—Actionful ancient war spectacle—French-Italian co-production; dubbed in English
- BEAUTY AND THE BEAST**—MD—77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
- BIG RISK, THE**—D—111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
- 6314 **CALL ME BWANA**—C—103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
- 6315 **CARETAKERS, THE**—D—97m.—Robert Stack, Polly Bergen, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
- 6305 **CHILD IS WAITING, A**—D—102m.—Burt Lancaster, Judy Garland—5014 (1-23-63)—Touching drama of retarded children has top names—Kramer
- 6207 **CLOWN AND THE KID, THE**—D—66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
- COURT MARTIAL**—MD—82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
- 6308 **DIARY OF A MADMAN**—MD—96m.—(TC)—Vincent Price, Nancy Kovack—5025 (3-6-63)—Good horror show for program—Admiral
- 6307 **DR. NO**—MD—111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli
- 6306 **FIVE MILES TO MIDNIGHT**—D—110m.—Sophia Loren, Anthony Perkins—5023 (2-20-63)—Drama has suspense, intrigue; other angles—Litvak
- 6312 **GREAT ESCAPE, THE**—MD—168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch
- 6302 **GREAT VAN ROBBERY, THE**—MD—73m.—Denis Shaw, Kay Collard—5014 (1-23-63)—Okay action programmer—Danziger—English
- 6311 **I COULD GO ON SINGING**—DMU—99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English
- 6313 **IRMA LA DOUCE**—C—146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
- 6319 **JOHNNY COOL**—MD—101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
- 6321 **LILIES OF THE FIELD, THE**—CD—94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
- 6309 **LOVE IS A BALL**—C—112m.—(PV; TC)—Glenn Ford, Hope Lange, Charles Boyer—5026 (3-6-63)—Slick sophisticated comedy romp—Oxford-Gold Medal
- 6220 **MIGHTY URSUS**—MD—92m.—(EC)—Ed Fury, Cristina Cajoni—5010 (1-9-63)—Ancient legend is a fair thriller—Italy and Spain; dubbed in English—Cine Italia and Atena
- 6320 **MY SON, THE HERO**—MD—111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
- 6323 **STOLEN HOURS**—D—100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
- 6303 **TARAS BULBA**—D—122m.—(PV; EC)—Tony Curtis, Yul Brynner, Christine Kaufmann—5006 (12-19-62)—Action packed Cossack adventure should ride to good returns—Hecht
- 6226 **THIRD OF A MAN**—D—80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix
- 6234 **TOWER OF LONDON**—MD—79m.—Vincent Price, Joan Freeman—4994 (11-7-62)—Crisis page from English history makes moderate programmer—Admiral
- 6316 **TOYS IN THE ATTIC**—D—90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
- 6318 **TWICE TOLD TALES**—MD—119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
- 6301 **TWO FOR THE SEESAW**—CD—120m.—(PV)—Robert Mitchum, Shirley MacLaine—4995 (11-7-62)—Filmization of stage hit is excellent entertainment for adults—Mirisch
- 6236 **VAMPIRE AND THE BALLERINA, THE**—MD—84m.—Helene Remy, Maria Luisa Rolando—5006 (12-19-62)—Moderate horror entry from the program—Italian made; dubbed in English—C.I.F. Consorzio Italiano Film

## COMING FEATURES IN ORDER OF RELEASE

- Nov. **IT'S A MAD, MAD, MAD WORLD**—(TC; CN)—Spencer Tracy, Milton Berle, Ethel Merman (Kramer)
- Nov. **McINTOCKI**—(PV; TC)—John Wayne, Maureen O'Hara—Batjac
- Dec. **KINGS OF THE SUN**—(PV; DC)—Yul Brynner, Shirley Ann Field—Mirisch

## COMING

- BEST MAN, THE**—Henry Fonda, Cliff Robertson, Margaret Leighton-Miller-Turman
- CEREMONY, THE**—Laurence Harvey, Sarah Miles
- COOL MIKADO, THE**—(EC)—Dennis Price, Stubby Kaye
- DUBIOUS PATRIOTS, THE**—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
- FLIGHT FROM ASHIYA**—(PV)—Yul Brynner, Suzy Parker—Hecht
- FOR THOSE WHO THINK YOUNG**—(TS; TC)—James Darren, Pamela Tiffin—Essex
- FROM RUSSIA, WITH LOVE**—(TC)—Sean Connery, Lotte Lenya—Eon
- GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
- HERE'S LAS VEGAS**—(Pathe; Color)—Personnel of Las Vegas Shows—Case. Roach
- INVITATION TO A GUNFIGHTER**—(PV; EC)—Yul Brynner, Janice Rule—Kramer
- LADY FOR A KNIGHT**—Norman Wisdom, Millicent Martin (Knightsbridge)
- LADYBUG, LADYBUG**—Jane Connell, William Daniels, Alice Playten—Perry
- LIGHT OF DAY, THE**—Melina Mercouri, Maximilian Schell—Filmways
- MAN IN THE MIDDLE**—Peter Ustinov, Melina Mercouri—Dassin
- MURIEL**—(EC)—Delphine Seyrig, Jean-Baptiste Thierree—Angos, Alpha, Dear
- ONCE UPON A SUMMER**—Rita Tushingham, Peter Finch—Woodfall—English
- PINK PANTHER, THE**—(Super-TE 70; TC)—Peter Sellers, Capucine, David Niven, Robert Wagner—Mirisch
- PROPER TIME, THE**—Tom Laughlin, Nira Monsour—Laughlin
- REACH FOR THE STARS**—Don Murray—Ross
- 633 **SQUADRON**—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
- SPIDER'S WEB, THE**—(TC)—Glynis Johns, John Justin—Danziger
- TAKE LOVE EASY**—Peter Finch, Rita Tushingham—Richardson
- TRAIN, THE**—Burt Lancaster, Jeanne Moreau
- WHEREVER LOVE TAKES ME**—William Holden, Susannah York—Helvia
- WOMAN OF STRAW**—(C)—Gina Lollobrigida, Sean Connery
- WORLD OF HENRY ORIENT, THE**—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts
- YOUNG LUCIFER**—George Chakiris, Tuesday Weld—Mirisch

# UNIVERSAL

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 **BIRDS, THE**—D—120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice
- 6303 **COME SEPTEMBER**—C—112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee, Bobby Darin—5017 (2-6-63)—Highly enjoyable comedy—Reissue
- CHARADE**—CMD—114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
- 6319 **FOR LOVE OR MONEY**—C—108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
- 6301 **FREUD: THE SECRET PASSION**—D—139m.—Montgomery Cliff, Susannah York, Larry Parks—5006 (12-19-62)—Quality entry for the discriminating
- 6304 **40 POUNDS OF TROUBLE**—C—102m.—(PV; EC)—Tony Curtis, Suzanne Pleshette, Phil Silvers, Claire Wilcox—5003 (12-5-62)—Highly enjoyable entertainment
- 6313 **GATHERING OF EAGLES, A**—D—115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The 'Strategic Air Command in action
- 6314 **KING KONG VS GODZILLA**—MD—90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
- 6318 **KISS OF THE VAMPIRE**—MD—88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
- 6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D—116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
- 6315 **LIST OF ADRIAN MESSENGER, THE**—MD—98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
- 6302 **LOVER COME BACK**—C—107m.—(EC)—Rock Hudson, Doris Day—5017 (2-6-63)—Comedy has angles to make it a hit—Reissue
- 6305 **MYSTERY SUBMARINE**—MD—90m.—Edward Judd, James Robertson Justice—5010 (1-9-63)—Okay program entry—English
- 6309 **PARANOIAC**—MD—80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English
- 6310 **SHOWDOWN**—W—79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program
- SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE**
- 6311 **TAMMY AND THE DOCTOR**—CD—88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry

- Night Must Fall \_\_\_\_\_ MGM
- Night Of The Iguana \_\_\_\_\_ MGM
- Night Tide (Filmgroup) \_\_\_\_\_ A-1
- Nine Hours To Rama \_\_\_\_\_ A3
- Now It Can Be Told \_\_\_\_\_ AA
- Nuttie Professor, The \_\_\_\_\_ A1

## O

- Of Human Bondage \_\_\_\_\_ MGM
- Of Love And Desire \_\_\_\_\_ B
- Old Dark House, The \_\_\_\_\_ A2
- Operation Bikini \_\_\_\_\_ B
- Once Upon A Summer \_\_\_\_\_ A-1
- Only One New York \_\_\_\_\_ IIA
- Ordered To Love \_\_\_\_\_ Emb.
- Out-Of-Towners, The \_\_\_\_\_ For.
- \_\_\_\_\_ WB

## P

- Pagan Island \_\_\_\_\_ Misc.
- Palm Springs Week-End \_\_\_\_\_ WB
- Parnoiac \_\_\_\_\_ U-1
- Papa's Delicate Condition \_\_\_\_\_ A2
- Paris Pick-Up \_\_\_\_\_ Par.
- Paris When It Sizzles \_\_\_\_\_ Par.
- Passionate Thief, The \_\_\_\_\_ A3
- Password Is Courage, The \_\_\_\_\_ A1
- Payroll \_\_\_\_\_ B
- Peep Shows Of Paris \_\_\_\_\_ AA
- Peeping Tom \_\_\_\_\_ Misc.
- Period Of Adjustment \_\_\_\_\_ B
- Pillar Of Fire, The \_\_\_\_\_ For.
- Pink Panther \_\_\_\_\_ A3
- Playboy \_\_\_\_\_ UA
- Playboy Of The Western World \_\_\_\_\_ Col.
- Playgirls And The Vampire, The \_\_\_\_\_ A2
- Play It Cool \_\_\_\_\_ For.
- Play It Cooler \_\_\_\_\_ AA
- Please, Not Now! \_\_\_\_\_ C
- Police Nurse \_\_\_\_\_ A3
- Postman's Knock \_\_\_\_\_ Fox
- PT 109 \_\_\_\_\_ A1
- Prize, The \_\_\_\_\_ MGM
- Promises, Promises \_\_\_\_\_ Misc.
- Proper Time, The \_\_\_\_\_ UA
- Psyche 59 \_\_\_\_\_ Col.
- Public Affair, A \_\_\_\_\_ Misc.
- Pumpkin Eater, The \_\_\_\_\_ Col.
- Pyro \_\_\_\_\_ A3

## R

- Rage Of The Buccaneers \_\_\_\_\_ For.
- Rampage \_\_\_\_\_ B
- Raven, The \_\_\_\_\_ A1
- Reach For Glory \_\_\_\_\_ Col.
- Reach For The Stars \_\_\_\_\_ UA
- Renegade Posse \_\_\_\_\_ U
- Reptilicus \_\_\_\_\_ A1
- Rhino \_\_\_\_\_ MGM
- Riff Raff Girls \_\_\_\_\_ For.
- Rififi In Tokyo \_\_\_\_\_ A3
- Robe, The—Re. \_\_\_\_\_ A1
- Robin And The 7 Hoods \_\_\_\_\_ WB
- Rock-A-Bye Baby—Re. \_\_\_\_\_ A1
- Room Mates \_\_\_\_\_ For.
- Run With The Devil \_\_\_\_\_ For.
- Running Man, The \_\_\_\_\_ A3

## S

- Samson And The 7 Miracles Of The World \_\_\_\_\_ A2
- Samson And The Slave Queen \_\_\_\_\_ A-1
- Sanjuro \_\_\_\_\_ A2
- Savage Sam \_\_\_\_\_ BV
- Savage Guns \_\_\_\_\_ A2
- Scanty Panties \_\_\_\_\_ Misc.
- Season For Love, The \_\_\_\_\_ For.
- Senilita \_\_\_\_\_ Col.
- Seven Capital Sins \_\_\_\_\_ C
- Seven Days In May \_\_\_\_\_ Emb.
- Seven Faces Of Dr. Lao, The \_\_\_\_\_ Per.
- Seven Seas To Calais \_\_\_\_\_ A1
- Sex And The Single Girl \_\_\_\_\_ MGM
- Shock Corridor \_\_\_\_\_ B



• Shock Treatment		Fox
• Show Beat—RE	A2	Misc.
• Showdown	A2	U
• Siege Of The Saxons	A1	Col.
• 633 Squadron		UA
• Slave, The	A2	MGM
• Small World Of Sammy Lee, The	C	For.
• Smog		MGM
• Sodom And Gomorrah	B	Fox
• Soldier In The Rain		AA
• Some People		A-1
• Son Of Captain Blood, The		Par.
• Son Of Flubber	A1	BV
• Sparrows Can't Sing	A3	For.
• Spencer's Mountain	A3	WB
• Spider's Web, The		UA
• Square Of Violence	A2	MGM
• Steam Heat		Misc.
• Steppe, The		For.
• Stolen Hours	A2	UA
• Strait-Jacket		Col.
• Stranger Knocks, A		For.
• Strangler, The		AA
• Stripper, The	B	Fox
• Suitor, The	A2	For.
• Summer Holiday		A-1
• Summer Magic	A1	BV
• Summer Place—Re.	B	WB
• Sunday In New York		MGM
• Surf Party		Fox
• Swingin' Mainden, The		Col.
• Sword And The Stone	A1	BV
• Sword Of Lancelot (See Lancelot And Guinevere)		
• Swordsman Of Sienna	A1	MGM

## T

• Take Her, She's Mine		Fox
• Take Love Easy		UA
• Tammy And The Doctor	A1	U-1
• Taras Bulba	A2	UA
• Tarzan's Three Challenges	A1	MGM
• Term Of Trial	A3	WB
• Terror, The	A2	A-1
• These Are The Damned		Col.
• Three Fables Of Love	B	For.
• Three Lives Of Thomasina, The		BV
• Three Penny Opera		Emb.
• Three Stooges Go Around The World In A Daze		Col.
• Third Of A Man	A2	UA
• Third Secret, The		Fox
• Thrill Of It All, The	A2	U-1
• 13 Frightened Girls	A1	Col.
• Thirty Years Of Fun	A1	Fox
• This Sporting Life	A4	For.
• Thunder Island	A2	Fox
• Ticklish Affair, A	A1	MGM
• Tiger Walks, A		BV
• Tiko And The Shark		MGM
• Time Out For Love	B	For.
• To Catch A Thief—Re.	A2	Par.
• To Kill A Mocking Bird	A2	U-1
• Tom Jones		For.
• Tower Of London, The	A3	UA
• Toys In The Attic	A3	UA
• Traitors, The	A1	U
• Train, The		UA
• Trauma		Misc.
• Traveling Lady, The		Col.
• Trial, The	A3	For.
• Trial And Error	A3	MGM
• Trouble With Harry, The—RE	B	Par.
• 20,000 Leagues Under The Sea—Re.	A1	BV
• 25th Hour, The		Col.
• Twice Told Tales	A2	UA
• Twilight Of Honor	A3	MGM
• Two Are Guilty	A3	MGM
• Two For The Seesaw	A3	UA
• Two Tickets To Paris	A2	Col.

## U

• Ugly American The	A1	U-1
• Under Age		A1
• Under The Yum Yum Tree	A4	Col.
• Unsinkable Molly Brown, The		MGM

## V

• Vampire And The Ballerina, The	B	UA
• Vertigo—Re.	A2	Par.
• Vice And Virtue		MGM
• Victors, The		Col.
• Village Of Daughters		MGM
• Violated Paradise		For.
• Visit, The		Fox
• Viva Las Vegas		MGM
• V.I.P.'s, The	A3	MGM

6316	THRILL OF IT ALL, THE—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy
6306	TO KILL A MOCKINGBIRD—D—129m.—Gregory Peck, Mary Badham, Phillip Alford—5007 (12-19-62)—Well-made and absorbing drama
6317	TRAITORS, THE—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English
6308	UGLY AMERICAN, THE—D—120m.—(EC)—Marlon Brando, Sandra Church—5035 (4-3-63)—High rating, topical drama

## COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones  
 BRASS BOTTLE, THE—(EC)—Tony Randall, Burl Ives, Barbara Eden  
 CAPTAIN NEWMAN, M.D.—(EC)—Gregory Peck, Tony Curtis  
 CHALK GARDEN, THE—(TC)—Hayley Mills, Deborah Kerr  
 DARK PURPOSE—(EC)—Shirley Jones, Rossano Brazzi  
 GUNHAND, THE—Tony Young, Dan Duryea  
 HE RIDES TALL—Dan Duryea, Tony Young, Joe Morrow  
 HIDE AND SEEK—Janet Munro, Curt Jurgens  
 ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Julie Jayne  
 MAN'S FAVORITE SPORT?—(C)—Rock Hudson, Paula Prentiss  
 RENEGADE POSSE—Audie Murphy  
 WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kaufmann

## WARNER BROS.

## DISTRIBUTED DURING THE PAST 12 MONTHS

	AUNTIE MAME—C—143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
263	BLACK GOLD—MD—98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn
352	CASTILIAN, THE—D—129m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
259	CRITICS CHOICE—C—100m.—(PV; TC)—Bop Hope, Lucille Ball—5035 (4-3-63)—Amusing comedy gets big 'name' boost
256	DAYS OF WINE AND ROSES—D—117m.—Jack Lemmon, Lee Remick, Charles Bickford—5004 (12-5-62)—Crim, well-made drama of evils of alcohol
257	GIANT—D—201m.—(WC)—Elizabeth Taylor, Rock Hudson, James Dean—5017 (2-6-63)—A giant of a picture—Reissue
264	ISLAND OF LOVE—C—101m.—(PV; TC)—Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy
354	MARY, MARY—C—126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
266	PT 109—D—140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's war-time experiences
353	RAMPAGE—D—98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
265	SPENCER'S MOUNTAIN—D—119m.—(PV; TC)—Henry Fonda, Maureen O'Hara—5026 (3-6-63)—Highly interesting drama for family trade
	SUMMER PLACE—D—130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
255	TERM OF TRIAL—D—113m.—Laurence Olivier, Simone Signoret—5015 (1-23-63)—Sensitive, well-acted drama—English
351	WALL OF NOISE—D—112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background
252	WHAT EVER HAPPENED TO BABY JANE?—D—132m.—Bette Davis, Joan Crawford—4995 (11-7-62)—High rating suspense drama

## COMING FEATURES IN ORDER OF RELEASE

Nov.	PALM SPRINGS WEEK-END—(TC)—Troy Donahue, Connie Stevens, Ty Hardin
Jan.	FOUR FOR TEXAS—(TC; PV)—Frank Sinatra, Dean Martin, Anita Ekberg

## COMING

ACT ONE—George Hamilton, Jason Robards, Jr.  
 AMERICA AMERICA—Stathis Giallelis  
 CHEYENE AUTUMN—(Super-PV 70; C)—Spencer Tracy, James Stewart, Carroll Baker  
 DEAD RINGER—Bette Davis, Karl Malden, Peter Lawford  
 DISTANT TRUMPET, A—(PV; TC)—Troy Donahue, Suzanne Pleshette  
 ENSIGN PULVER—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins  
 GREAT RACE, THE—(WS; C)—Burt Lancaster, Jack Lemmon  
 INCREDIBLE MR. LIMPET, THE—(TC)—Don Knotts, Carole Cook  
 KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen  
 MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn  
 OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page  
 ROBIN AND THE SEVEN HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby  
 SEX AND THE SINGLE GIRL—Tony Curtis, Natalie Wood  
 YOUNGBLOOD HAWKE—(TC)—James Franciscus, Suzanne Pleshette

## MISCELLANEOUS

BALCONY, THE—D—84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental  
 BLACK FOX—DOC—89m.—Written, directed and produced by Louis Clyde Stoumen—5043 (5-1-63)—Fine documentary—Capri Films  
 BUNNY YEAGER'S NUDE CAMERA—NOV.—60m.—(C)—Bunny Yeager and models—5018 (2-6-63)—Nudie novelty for exploitation spots—Cinema Syndicate  
 CARNIVAL OF SOULS—D—80m.—Candace Hilligoss, Sidney Berger—5031 (3-20-63)—Real gone "new wave" effort—Herts-Lion Int.  
 CORRIDORS OF BLOOD—MD—87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges  
 CREATION OF THE HUMANOIDS, THE—MD—75m.—(EC)—Don Megowan, Erica Elliot—5099 (10-9-63)—For the lower half—Emerson Film Ent.  
 DEVIL'S HAND, THE—MD—71m.—Linda Christian, Robert Alda—5043 (5-1-63)—Voodoo devil worshippers meller for duallers—Crown Int.  
 DEVIL'S MESSENGER, THE—MD—72m.—Lon Chaney, Karen Kadler—5032 (3-20-63)—Weird, episodic thriller—Herts-Lion Int.  
 EAST OF KILIMANJARO—MD—75m.—(Vistarama; TC)—Marshall Thompson, Gaby Andre—5043 (5-1-63)—Wild animal thriller for duallers—Made in Africa—Parade  
 EUROPE IN THE RAW—NOV.—70m.—(EC)—Produced and photographed by Russ Meyer—5051 (5-29-63)—Mixture of sex and scenery for exploitation spots—Eve Productions  
 EUROPEAN NIGHTS—NOV.—82m.—(EC)—Narrated by Henry Morgan—5043 (5-1-63)—Interesting import—Italian; English narration—Burstyn  
 FALLGUY, THE—MD—70m.—Ed Dugan—5051 (5-29-63)—Crime meller for duallers—Fairway-Int.  
 GREAT CARUSO, THE—DMU—109m.—(TC)—Mario Lanza, Ann Blythe—5013 (1-23-63)—High rating MGM reissue—Independent Exchanges  
 GREENWICH VILLAGE STORY—D—95m.—Robert Hogan, Melinda Plank—5066 (7-10-63)—Off-beat love story—Shawn Int.  
 HEAVENLY BODIES—NOV.—60m.—(EC)—Russ Meyer—5092 (9-11-63)—Nudie novelty for censor-free spots—Eve  
 MONSTROSITY—MD—67m.—Erica Peters, Frank Gerstle—5099 (10-9-63)—For the duallers—Emerson Film Ent.  
 NATURE'S SWEETHEARTS—NOV.—63m.—(EC)—Maria Stinger, Dick Powers—5074 (8-7-63)—Nudist film for adults—Ikay  
 Beautiful Films  
 PAGAN ISLAND—D—60m.—Edwards Dew, Nani Maka—5018 (2-6-63)—Lower half programmer—Cinema Syndicate  
 PEEP SHOWS OF PARIS—BUR.—70m.—(EC)—Tempest Storm—5066 (7-10-63)—Fair filmed burlesque show—Pad  
 PROMISES, PROMISES—C—75m.—Jayne Mansfield, Tommy Noonan—5096 (9-25-63)—Comedy and cheesecake make for fun—NTD  
 PUBLIC AFFAIR, A—D—75m.—Myron McCormick, Edward Binns, Jacqueline Loughrey—5043 (5-1-63)—Fair political expose dualler—Parade  
 STEAM HEAT—NOV.—68m.—(EC)—Brandy Long, Bill Teas—5066 (7-10-63)—Fair nudie girlie novelty for fast buck spots—Pad  
 TRAUMA—MD—92m.—John Conte, Lynn Bari—5058 (6-12-63)—Satisfactory chills for horror fans—Parade  
 WHEN THE GIRLS TAKE OVER—C—80m.—(TC)—Robert Lowery, Ingeborg Kjeldsen—5058 (6-12-63)—Strictly for the lower half—Parade  
 SHOW BOAT—MUD—107m.—(TC)—Kathryn Grayson, Ava Gardner, Howard Keel—5014 (1-23-63)—High rating MGM reissue—Independent Exchanges  
 WILD IS MY LOVE—D—74m.—Paul Hampton, Elizabeth MacCraie—5018 (2-6-63)—For exploitation spots—Mishkin  
 WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD—84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges



# FOREIGN

## DISTRIBUTED DURING THE PAST 12 MONTHS

**ARMY GAME, THE**—C-87m.—(Franscope)—Christian De Tilliere, Ricet-Barrier—5058 (6-12-63)—Fair Comedy import—French; English titles—Bleeker St. Cinema

**AS NATURE INTENDED**—NOV.—65m.—(EC)—Pamela Green, Jackie Salt—5058 (6-12-63)—Travel and nudist novelty—English—Crown-Int.

**BUDDAH**—D-134m.—(TE; TC)—Kojiro Hongo—5066 (7-10-63)—Interesting entry for art spots—Japanese; English titles—Lopert

**BURNING COURT, THE**—MD-102m.—Nadja Tiller, Jean-Claude Brialy—5074 (8-7-63)—Fair import—French-made; dubbed in English—Trans-Lux

**CARRY ON CONSTABLE**—C-86m.—Sidney James, Hattie Jacques—5023 (2-20-63)—Plain funny—English—Governor

**CARRY ON TEACHER**—C-86m.—Ted Ray, Kenneth Connor, Jean Sims—5023 (2-20-63)—Belly laughs galore—English—Governor

**CENTURION, THE**—SPECTACLE-77m.—(ColorScope)—John Drew Barrymore, Jacques Sernas, Genevieve Grad—5023 (2-20-63)—Okay ancient Greece vs Rome intrigue and war spectacle—French-Italian; dubbed in English—Producers Int.

**CROOKS ANONYMOUS**—C-85m.—Leslie Phillips, Stanley Baker, Wilfred Hyde White—5026 (3-6-63)—Typically wacky English farce—English—Janus

**CROSS OF LIVING**—D-90m.—Pascale Petit, Karl Boehm—5027 (3-6-63)—Fair import for art spots—Filmed abroad; English titles—Cari

**ELUSIVE CORPORAL, THE**—CD-108m.—Jean-Pierre Cassel, Claude Brasseur—5027 (3-6-63)—Interesting art house entry—French; English titles—Pathe Cinema

**FIASCO IN MILAN**—C-104m.—Vittorio Gassman, Claudia Cardinale—5044 (5-1-63)—Amusing import—Italian; English titles—Avion-Trans-Universe

**FLAMBOYANT SEX, THE**—D-76m.—Anita Lindoff—5031 (3-20-63)—Exploitable offering or art spots—French; English titles—riage between races—English—Atlantic

**FRUIT IS RIPE, THE**—MD-90m.—Scilla Gabel, Philippe Leroy—5051 (5-29-63)—Sex-ridden meller for exploitation spots—French made; dubbed in English—Janus

**GIRL HUNTERS, THE**—MD-96m.—(PV)—Mickey Spillane, Shirley Eaton—5058 (6-12-63)—Well paced Spillane who-done-it—English—Colorama

**HEAD, THE**—MD-95m.—Horst Frank, Karen Kernke—5063 (6-26-63)—Exploitable horror item—Filmed abroad; dubbed in English—Trans-Lux

**HEAVENS ABOVE**—C-105m.—Peter Sellers, Isabel Jeans—5067 (7-10-63)—Amusing Peter Sellers spoof—English—Janus

**HER BIKINI NEVER GOT WET**—D-74m.—(C)—Richard Essen, Brigitte Duval—5027 (3-6-63)—Nudie film for sexploitation and specialty houses—French; dubbed in English—Beaux Arts Films

**HERCULES AND THE CAPTIVE WOMEN**—FAN-91m.—(TE; TC)—Reg Park, Fay Spain—5047 (5-15-63)—For kiddie matinees and action spots—Italian; Dubbed in English—Woolner Bros.

**HUNS, THE**—MD-85m.—(ColorScope)—Chelo Alonso, Jacques Sernas—5024 (2-20-63)—Good spectacle is action all the way—French-Italian; dubbed in English—Producers Int.

**IMPERSONATOR, THE**—MD-64m.—John Crawford, Jane Griffiths, John Salew—5047 (5-15-63)—Okay adult murder meller programmer—English-made—Continental

**LE AMICHE (THE GIRL FRIENDS)**—D-103m.—Eleanora Rossi Draga, Valentina Cortese—5059 (6-12-63)—Talky import misses the mark—Italian; English titles—Premiere

**LAFAYETTE**—D-110m.—(TE; TC)—Jack Hawkins, Orson Wells, Howard St. John—5039 (4-17-63)—Interesting historical import—French; English dialogue—Maco

**LA POUPEE**—D-90m.—(EC)—Zbigniew Cybulski, Sonne Teal—5096 (9-25-63)—Way-out satire on politics and people—French; English titles—Hakim

**LAZARILLO**—D-100m.—Marco Paoletti—5059 (6-12-63)—Good art spots entry—Filmed in Spain; English titles—Union

**LORD OF THE FLIES**—D-90m.—James Aubrey, Tom Chapin—5092 (9-11-63)—Skillfully made, but disturbing drama is decidedly off-beat—English-made—Continental

**MAGNIFICENT SINNER**—D-91m.—(EC)—Romy Schneider, Curt Jurgens—5047 (5-15-63)—Moderately interesting Import—Filmer abroad; English dialogue—Film-Mart

**MARRIAGE OF FIGARO, THE**—C-105m.—(EC)—Georges Descroeres, Yvonne Gaudeau—5069 (7-24-63)—Colorful entry for art spots—French; English titles—Union

**MONDO CANE**—DOC-105m.—(TC)—Produced and conceived by Gualtiero Jacopetti—5036 (4-3-63)—Off-beat documentary can score high—Italian; English narration—Times

**MOUSE ON THE MOON, THE**—C-82m.—(EC)—Margaret Rutherford, Bernard Cribbins, Ron Moody—5052 (5-29-63)—Amusing spoof on race for the moon—English—Lopert

**MY HOBO**—C-98m.—(Tohoscope; EC)—Keiji Kobayashi, Kideko Takamine—5069 (7-24-63)—Cute import—Japanese; English titles—Toho

**MY LIFE TO LIVE**—D-85m.—Anna Karina, Saddy Rebbot—5100 (10-9-63)—Fair import—French made; English titles—Union

**MY NAME IS IVAN**—MD-94m.—Kolya Burlaiev—5067 (7-10-63)—Fair import of limited appeal—Russian; English titles—Sig Shore

**ORDERED TO LOVE**—D-82m.—Maria Perschy, Joachim Hansen—5075 (8-7-63)—Exploitable program offering—German-made; dubbed in English—M.C. Dist.

**PEEPING TOM**—MD-93m.—(EC)—Carl Boehm, Moira Shearer—5027 (3-6-63)—Very good psychological thriller—English—Astor

**PILLAR OF FIRE, THE**—D-75m.—Michael Shilli, Nehama Hendel—5059 (6-12-63)—Interesting import—Filmed in Israel; spoken in English—Kassler

**PLAYBOY OF THE WESTERN WORLD, THE**—D-100m.—(C)—Siobban McKenna, Gary Raymond—5048 (5-15-63)—Good entry for art spots—Ireland—Janus

**PLAYGIRLS AND THE VAMPIRE, THE**—MD-76m.—Lyla Rocco, Walter Brandi—5067 (7-10-63)—Okay horror meller—Italian; dubbed in English—Fanfare

**RAGE OF THE BUCCANEERS**—MD-90m.—(CS; EC)—Richardo Montalban, Vincent Price—5067 (7-10-63)—Goid swashbuckler—Italian; dubbed in English—Colorama

**RIFF RAFF GIRLS**—MD-97m.—Nadja Tiller, Robert Hossein—5027 (3-6-63)—Fair, though involved, gangster meller—French; dubbed in English—Continental

**ROOM-MATES**—C-90m.—(C)—James Robertson Justice, Leslie Phillips—5031 (3-20-63)—Pleasant English comedy offers musical bonus—English—Anglo Amalgamated

**RUN WITH THE DEVIL**—D-93m.—Antonella Lualdi, Gerard Blain, Franco Fabrizi—5070 (7-24-63)—Interesting import—Italian; English titles—Jillo Films

**SANJURO**—MD-96m.—Tishiro Mifune—Good import—5059 6-12-63)—Japanese made; English titles—Toho

**SEASON FOR LOVE, THE**—D-103m.—Daniel Gelin, Francoise Arnoul—5059 (6-12-63)—Fair import for art spots—French; English titles—Hakim

**SMALL WORLD OF SAMMY LEE, THE**—D-105m.—Anthony Newley, Julia Foster—5092 (9-11-63)—Intriguing tale best suited for adult audiences—Seven Arts

**SPARROWS CAN'T SING**—CD-94m.—James Booth, Barbara Windsor—5059 (6-12-63)—Excellent true-life picture of "East End" Cockneys—English—Janus

**STRANGER KNOCKS, A**—D-81m.—Birgitte Federspiel, Preben Lerdorff Rye—5031 (3-20-63)—Well-made though controversial drama strictly for art spots: Danish—English titles—Trans-Lux

**THIS SPORTING LIFE**—D-129m.—Richard Harris, Rachael Roberts—5070 (7-24-63)—Fascinating character study on the unpleasant side—English—Continental

**TIME OUT FOR LOVE**—D-91m.—Jean Seberg, Micheline Presle, Maurice Ronet—5067 (7-10-63)—Fair import—Franch; English titles—Zenith Int.

**THREE FABLES OF LOVE**—C-76m.—Sylva Koscina, Anna Karina, Leslie Caron—5075 (8-7-63)—Fun-filled enry for art spots—Italo-French; English titles—Janus

**TOM JONES**—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made—Lopert

**TRIAL, THE**—D-118m.—Anthony Perkins, Romy Schneider, Orson Welles—5028 (3-6-63)—Nightmare for art spots—Astor

**VIOLATED PARADISE**—NOV.—64m.—(C)—Kazuko Mine—5070 (7-24-63)—Novelty for exploitation and art spots—Japanese narration—Victoria

**WRONG ARM OF THE LAW, THE**—C-91m.—Peter Sellers, Nanette Newman—5040 (4-17-63)—Amusing import has Sellers' name—English—Continental

## W

Wall Of Noise	B	WB
Walleyed Japan		For.
•War Is Hell	A2	AA
•Warriors Five	A3	A-I
•Watch It, Sailor		Col.
•Werewolf in a Girl's Dormitory	A2	Misc.
•What A Way To Go!		Fox
What Ever Happened To Baby Jane?		
Wheeler Dealers, The	A3	WB
When The Girls Take Over	A2	MGM
•Wherever Loves Takes Me		Misc.
•Whistle Your Way Back Home		UA
White Slave Ship	B	Col.
•Who's Been Sleeping In My Bed	B	A-I
•Who's Minding The Store?		Par.
•Who's Got The Action	A3	Par.
•Wild And Wonderful		U
Wild Is My Love		Misc.
•Wild Goose Stop		BV
•Winston Affair, The		Fox
Wives And Lovers	B	Par.
•Woman Of Straw		UA
Women Of The World	C	Emb.
Wonderful World Of The Brothers Grimm, The	A1	MGM
•World Of Henry Orient, The		UA
Wrong Arm Of The Law	A3	For.

## X

X—The Man With The X-Ray Eyes A2 A-I

## Y

•Year Of The Tiger		AA
Yellow Canary, The	A2	Fox
Yellowstone Cubs		BV
•Yesterday, Today And Tomorrow		Emb.
Young And The Brave	A1	MGM
•Young Girls Of Good Family		Emb.
Young Guns Of Texas	A1	Fox
•Youngblood Hawke		WB
•Whistle Your Way Back Home		Col.
Young Racers, The	A2	A-I
•Young Swingers, The	A1	Fox

**For Theatre-  
Tested and Approved**

**THEATRE  
FORMS  
AND  
SYSTEMS**

**write to  
Exhibitor  
Book Shop!**

**Actual sample sheets  
of all "Plus Services"  
will be sent on written  
request**



# **FEATURE FILMS** **PRODUCTION NUMBERS and** **NATIONAL RELEASE DATES** **1962-'63 and 1963-'64** **SEASONS**

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

## **Allied Artists**

6302	Play It Cool	April
6303	Black Zoo	May
6304	55 Days At Peking	July
6305	Shock Corridor	Oct.
6306	The Gun Hawk	Oct.
6307	Cry of Battle	Oct.
	Gun Fight At Comanche Creek	Nov.
	Year Of The Tiger	Nov.
	The Strangler	Nov.
	Soldier In The Rain	Dec.
	Now It Can Be Told	Dec.
	A Life In Danger	Dec.

## **American-International**

801	Dementia #13	June
802	The Mind Benders	April
803	Operation Bikini	March
804	The Terror	July
805	The Young Racers	May
806	California	March
807	Free, White And 21	March
808	Erik, The Conqueror	April
809	X-The Man With The X-Ray Eyes	Oct.
810	Beach Party	Aug.
812	Haunted Palace	Sept.
813	Summer Holiday	Oct.
814	Flight Into Fright	Dec.
816	Pyro	Nov.
817	Goliath And The Sins Of Babylon	Dec.
	Samson And The Slave Queen	Dec.

## **Buena Vista**

134	Lady And The Tramp—RE	Oct.
135	Almost Angels	Oct.
136	In Search Of The Castaways	Dec.
140	Son Of Flubber	Feb.
141	Miracle Of The White Stallions	March
143	Savage Sam	July
144	Summer Magic	Aug.
	Fantasia—RE	Oct.
	20,000 Leagues Under The Sea—RE	Oct.
	The Incredible Journey	Nov.
	Sword In The Stone	Dec.

## **Columbia**

703	The Interns	Aug.
704	3 Stooges In Orbit	Aug.
705	Damn The Defiant	Sept.
706	Best Of Enemies	Sept.
707	Ring-A-Ding Rhythm	Sept.
708	Requiem For A Heavyweight	Oct.
709	Two Tickets To Paris	Oct.
710	The Pirates Of Blood River	Nov.
711	We'll Bury You	Aug.
712	The War Lover	Nov.
713	Barrabas	Dec.
714	Lawrence Of Arabia	Jan.
715	Diamond Head	Feb.
718	The Man From The Dinners' Club	April
719	Bye, Bye Birdie	April
721	Fury Of The Pagans	May
722	Jason And The Argonauts	June
001	13 Frightened Girls	July
002	Gidget Goes To Rome	Aug.
003	Just For Fun	Oct.
005	In The French Style	Sept.
006	3 Stooges Go Around The World In A Daze	Sept.
007	The Old Dark House	Oct.
008	Maniac	Oct.
009	The Running Man	Oct.
	Under The Yum Yum Tree	Nov.
	The Cardinal	Dec.
	Dr. Strangelove	Jan.
	Strait-Jacket	Jan.
	The Victors	Feb.

## **Embassy**

	Face In The Rain	March
	The Bear	March
	Passionate Thief	April
	Aphrodite, Goddess Of Love	April
	The Light Fantastic	April

	Lulu	May
	Young Girls Of Good Family	June
	The Three Penny Opera	Sept.
	The Conjugal Bed	Sept.
	A Ghost At Noon	Oct.
	The Empty Canvas	Nov.

## **MGM**

301	I Thank a Fool	Sept.
303	A Very Private Affair	Sept.
304	Swordsmen Of Siena	Dec.
305	Password Is Courage	Jan.
306	Savage Guns	June
307	The Main Attraction	Nov.
308	Period Of Adjustment	March
309	Seven Seas To Calais	Dec.
310	Billy Rose's Jumbo	Nov.
311	Escape From East Berlin	Nov.
312	Kill Or Cure	Nov.
313	Counterfelters Of Paris	Dec.
314	Trial And Error	Nov.
316	Cairo	Jan.
317	The Hook	Feb.
318	Dime With A Halo	May
319	Four Days Of Naples	Aug.
320	Follow The Boys	March
321	Follow The Boys	March
322	Come Fly With Me	April
323	It Happened At The World's Fair	April
324	Riffi In Tokyo	April
325	In The Cool Of The Day	May
326	Captain Sindbad	July
327	Drums Of Africa	May
328	Slave, The	May
330	Flipper	May
331	Cattle King	June
	Son Of Spartacus	May
	The Golden Arrow	Oct.
333	Tarzan's Three Challenges	July
334	A Ticklish Affair	July
	Two Are Guilty	July
336	Young And The Brave	Aug.
338	Day And The Hour	July
	Gladiators Seven	Nov.
340	Monkey In Winter	Nov.
356	Wonderful World Of The Brothers Grimm, The	Oct.
	Tiko And The Shark	Oct.
401	The Haunting	Sept.
402	V.I.P.'s	Sept.
	The Wheeler Dealers	Nov.
	Mutiny On The Bounty	Nov.
403	Murder At The Gallop	Oct.
	Twilight Of Honor	Aug.
406	Hootenanny Hoot	Sept.
	Vice And Virtue	Sept.
	Any Number Can Play	Sept.
	MGM's Big Parade Of Comedy	Nov.
	Gladiator's Seven	Nov.
	The Prize	Dec.

## **MGM Reissues**

### **"THE WORLD HERITAGE" PICTURES**

<b>Group One</b>	
"David Copperfield"—W. C. Fields	132m.
"Pride and Prejudice"—Laurence Olivier	116m.
"Captains Courageous"—Spencer Tracy	116m.
"Little Women"—Elizabeth Taylor	122m.
<b>Group Two</b>	
"A Tale of Two Cities"—Ronald Colman	128m.
"Klm"—Errol Flynn	113m.
"Julius Caesar"—Marlon Brando	121m.
"The Good Earth"—Paul Muni	128m.

### **GOLDEN OPERETTA SERIES**

<b>GROUP ONE</b>	
Rudolph Friml's "Rose Marie"	
Franz Lehar's "The Merry Widow"	
Johann Strauss' "The Great Waltz"	
Victor Herbert's "Sweethearts"	
Sigmund Romberg's "The Girl of the Golden West"	
<b>GROUP TWO</b>	
Victor Herbert's "Naughty Marietta"	
Sigmund Romberg's "The Student Prince"	
Sigmund Romberg's "Maytime"	
Lerner and Loew's "Brigadoon"	
Rudolph Friml's "The Firefly"	
Noel Coward's "Bittersweet"	

## **Paramount**

R6201	Rear Window—RE	Sept.
6202	Pigeon That Took Rome, The	Sept.
R6203	War And Peace—RE	Oct.
R6204	Roman Holiday—RE	Oct.
6205	Girls, Girls, Girls	Nov.
6206	It's Only Money	Dec.
6207	Who's Got The Action	Jan.
R6208	Fancy Pants—RE	Nov.
6209	Wonderful To Be Young	Nov.
6210	A Girl Named Tamiko	Feb.
6211	Where The Truth Lies	Jan.
6212	Papas Delicate Condition	Mar.
6213	My Six Loves	April
6214R	The Man Who Knew Too Much—Re.	May
6215R	The Trouble With Harry	May
6216	Hud	May
6217	Duel Of The Titans	June
R6218	Gunfight At The O.K. Corral—Re.	June
6219	The Nutty Professor	June
6221	Come Blow Your Horn	Aug.
6220	Donovan's Reef	July
R6223	Last Train From Gun Hill, The—Re.	July

R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.
6303	Wives And Lovers	Oct.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6304	A New Kind Of Love	Oct.
6307	All The Way Home	Nov.
	Fun In Alpaculo	Nov.
	Who's Minding The Store?	Dec.
	Who's Been Sleeping In My Bed?	Dec.

## **20th-Fox**

221	The Longest Day	July
301	Sodom And Gomorrah	Jan.
302	Marilyn	Sept.
303	The Young Guns Of Texas	Jan.
304	The Day Mars Invaded Earth	Jan.
305	The Lion	Feb.
306	The Robe—Re.	Feb.
307	Nine Hours To Rama	April
308	Thirty Years Of Fun	Feb.
309	The Stripper	June
311	The Leopard	Oct.
312	Condemned Of Altona	Sept.
320	A Farewell To Arms—Re.	Sept.
313	House Of The Damned	March
315	The Yellow Canary	May
316	Police Nurse	May
317	Harbor Lights	July
319	Of Love And Desire	Aug.
322	Lassie's Greatest Adventure	Sept.
	The Young Swingers	Sept.
	Thunder Island	Oct.
	Take Her, She's Mine	Nov.
	Move Over, Darling	Dec.

## **United Artists**

6231	Love Is A Ball	March
6232	Sword Of The Conqueror	Sept.
6233	Pressure Point	Sept.
6236	Vampire And The Ballerina	Feb.
6301	Two For The See Saw	Feb.
6306	Five Miles To Midnight	May
6307	Dr. No	Aug.
6308	The Caretakers	Aug.
	Diary Of A Madman	April
6309	Love Is A Ball	March
	Five Miles To Midnight	March
6311	I Could Go On Singing	April
6313	Isma La Douce	July
6314	Call Me Bwana	June
	The Great Escape	July
6316	Toys In The Attic	Aug.
6323	The Stolen Hours	Oct.
6321	Lilies Of The Field	Sept.
	Flight From Ashiya	Oct.
6319	Johnny Cool	Oct.
6318	Twice Told Tales	Oct.
6320	My Son, The Hero	Oct.
	McClintock	Nov.
	Kings Of The Sun	Dec.

## **Universal**

6301	Freud: The Secret Passion	Jan.
6304	Forty Pounds Of Trouble	Feb.
6305	Mystery Submarine	Feb.
6306	To Kill A Mockingbird	March
6307	The Birds	April
6308	The Ugly American	April
6309	Paranoiac	May
6310	Showdown	May
6311	Tammy And The Doctor	June
6312	Lancelot And Guinevere (Sword Of Lancelot)	June
6313	A Gathering Of Eagles	July
6314	King Kong vs. Godzilla	July
6315	The List Of Adrian Messenger	May
6316	The Thrill Of It All	Aug.
6317	The Traits	Aug.
6318	Kiss Of The Vampire	Sept.
6319	For Love Or Money	Oct.
6320	Dark Purpose	Dec.
	Charade	Jan.
	Man's Favorite Sport?	Feb.
	The Gunhand	Feb.
	The Brass Bottle	Mar.
	Hide And Seek	Mar.

## **Warners**

251	The Chapman Report	Oct.
252	What Ever Happened To Baby Jane	Nov.
253	Gay Purr-ee	Nov.
254	Gypsy	Dec.
255	Term Of Trial	Feb.
256	Days Of Wine And Roses	Feb.
257	Clant—Re.	March
259	Critic's Choice	April
260	Auntie Mame—Re.	May
261	A Summer Place—Re.	May
263	Black Gold	June
264	Island Of Love	June
265	Spencer's Mountain	July
266	PT 109	July
351	Wall Of Noise	Sept.
352	The Castilian	Oct.
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
357	Dead Ringer	Feb.
358	America, America	Feb.
	Auntie Mame—RE	Feb.
	Summer Place—RE	Feb.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1. 100-200 combination. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## PHOTO BLOWUPS

PHOTO BLOWUPS IN BEAUTIFUL COLORS from your photos. Send for price list. Fast service anywhere. Show business art since 1899. STITES PORTRAIT CO., Shelbyville, Indiana.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas.

## THEATRE FOR SALE

268 CAR DRIVE-IN theatre for sale in northern Michigan resort town. Contact JEAN BROWN, Box 411, Baldwin, Michigan.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY, INC., 100 Taylor Street, Nashville 8, Tennessee.

## USED EQUIPMENT

800 USED HEYWOOD-WAKEFIELD SEATS. Good condition. Sacrifice price. Apply ABE GARBOSE, Gardner, Massachusetts 632-1115.

FOR SALE: Complete booth equipment consisting of RCA 9030 soundheads and dual amplifiers. Simplex E7 projectors, 3,000 foot magazines, Altec A-5 speaker systems, wide angle and Cscope lenses. Best offer over \$1,500.00 takes all. Write BOX 260, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

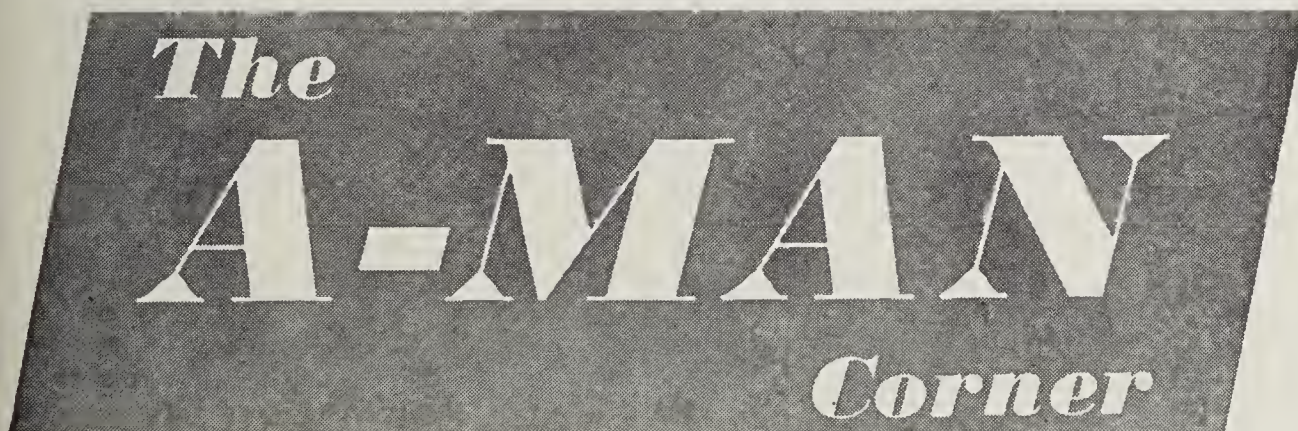
## WHEN YOUR MAILING ADDRESS CHANGES

You won't miss your weekly copy of MOTION PICTURE EXHIBITOR if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us know the new mailing address three weeks in advance of the change.* You enable us to continue serving you, and you enable us to save the Post Office charges for each returned copy due to address changes, including changes from street to box. When you notify us, please use the address change card available at the Post Office, or send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

**Please notify:**

**CIRCULATION DEPARTMENT  
MOTION PICTURE EXHIBITOR  
317 N. Broad St., Phila., Pa. 19107**

## For the BEST in THEATRE FORMS . . . . MOTION PICTURE EXHIBITOR BOOK SHOP



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address. Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

PROJECTIONIST, 32 years experience, maintenance in booth, fulltime, job now, will go anywhere. JOHN H. McKEEHAN, P. O. BOX 679, Munday, Texas. (102)

EXPLOITATION and promotion minded, 12 years managerial experience, seeks permanent position in Northeast. BOX B1016, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGERS! Expanding circuit, midwest area, needs experienced men. Excellent opportunity for aggressive showmen. Drive-in experience preferred. Send complete resume, references, recent snapshot, salary requirements. All replies strictly confidential. BOX C1016, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: EXPERIENCED MANAGER for first run theatre in town of 40,000. BERGER AMUSEMENT CO., 317 Plymouth Bldg., Minneapolis, Minn. 55402. (1013)

PROJECTIONIST, display artist available 18 years experience. Married, honest. BENNY NORTHAM, 2217 25th St., Lubbock, Texas. Phone: SH 4-1737. (1013)

TOP MANAGER see our ad "A Tough Job . . ." on page 9.

MAN, seasoned distributor, all phases management to top level. Qualified sales or any areas needed. Many talents plus integrity as had for over 25 years. Major references. BOX A1016, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGERS WANTED. Conventional theatres New York State. Young, aggressive assistants who have served their apprenticeship considered. Send resume, references and recent snapshot. Replies held in confidence. BOX A109, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MATURE HIGHLY RECOMMENDED top manager available hard top class, art, hard ticket operations. Excels in executive ability, exploitation, public relations. Widely recognized as man of know-how. Interested in Los Angeles area assignment. BOX B109, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

HANDY SUBSCRIPTION BLANK

**Yes, start sending**

**MOTION PICTURE**

**EXHIBITOR**

**plus**

**Showmen's Trade Review**

TO:

Name \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_



☐ Enclosed ☐ Or bill me

☐ \$2.00 for one year

☐ \$3.50 for two years

☐ \$5.00 for three years

(Outside Western Hemisphere)

☐ \$5.00 one year

☐ \$8.00 two years

☐ \$11.00 three years

**CLIP and MAIL TODAY TO  
317 N. Broad St., Phila., Pa. 19107**

Address all Correspondence to — **The A-MAN Corner** } Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107



THE BIG LOOK AHEAD



**16<sup>TH</sup> ANNUAL**

**CONVENTION**

Motion Picture Theater Equipment and  
October 28-31

Concession Industries Trade Show  
1963



**THEATRE OWNERS OF AMERICA**

1501 BROADWAY, N.Y. 36, N.Y. • 212 LO 3-6238

**HONORARY CHAIRMEN**

Simon H. Fabian • Leonard H. Goldenson  
Harry Mandel • Laurence A. Tisch

**GENERAL CHAIRMAN**

Edward L. Fabian

**CHAIRMAN OF ADVISORY COMMITTEE**

Sam Rosen

**TREASURER**

Philip F. Harling

**COMMITTEE**

Richard P. Brandt  
Ernest Emerling  
Abe Fabian  
Albert Floersheimer, Jr.  
Nat Fellman  
Emanuel Frisch  
Harry Goldberg  
Sheldon Gunsberg  
Salah M. Hassanein  
Fred Herkowitz  
Harry Kalmine  
Bernard Levy  
Bernard Meyerson  
John Murphy  
Maury Miller  
Matthew Polon  
Walter Reade, Jr.  
Sumner Redstone  
Arthur Rosen  
David Rosen  
Nick Schermerhorn  
Robert Shapiro  
Gerald Shea  
Robert F. Smerling  
Preston R. Tisch  
Arthur Tolchin  
Jack Yellin

**CHAIRMAN, LADIES COMMITTEE**

Mrs. Edward L. Fabian

**LADIES COMMITTEE**

Mrs. Leonard H. Goldenson  
Mrs. Philip F. Harling  
Mrs. Bernard Levy  
Mrs. Bernard Meyerson  
Mrs. Maury Miller  
Mrs. Walter Reade, Jr.  
Mrs. Arthur Rosen  
Mrs. Robert Shapiro  
Mrs. Laurence A. Tisch  
Mrs. Preston R. Tisch  
Mrs. Arthur Tolchin  
Mrs. Jack Yellin

**AN OPEN POEM TO ALL THEATRE OWNERS**

Whether you're East Coast or West,

Big wheel or small,

New York in October

Will be an exhibitor's ball.

It'll be a joyful occasion

And a profitable time,

And it's all deductible —

Down to the last thin dime.

Our Lady's program's as big

As the buildings are tall —

New York in October

Will be a glamour-lover's ball.

Our whole convention's dedicated

To making more dough —

Come to New York in October,

For the showman's greatest show!

**AMERICANA HOTEL**

•

**NEW YORK CITY, N. Y.**



**MOTION PICTURE**

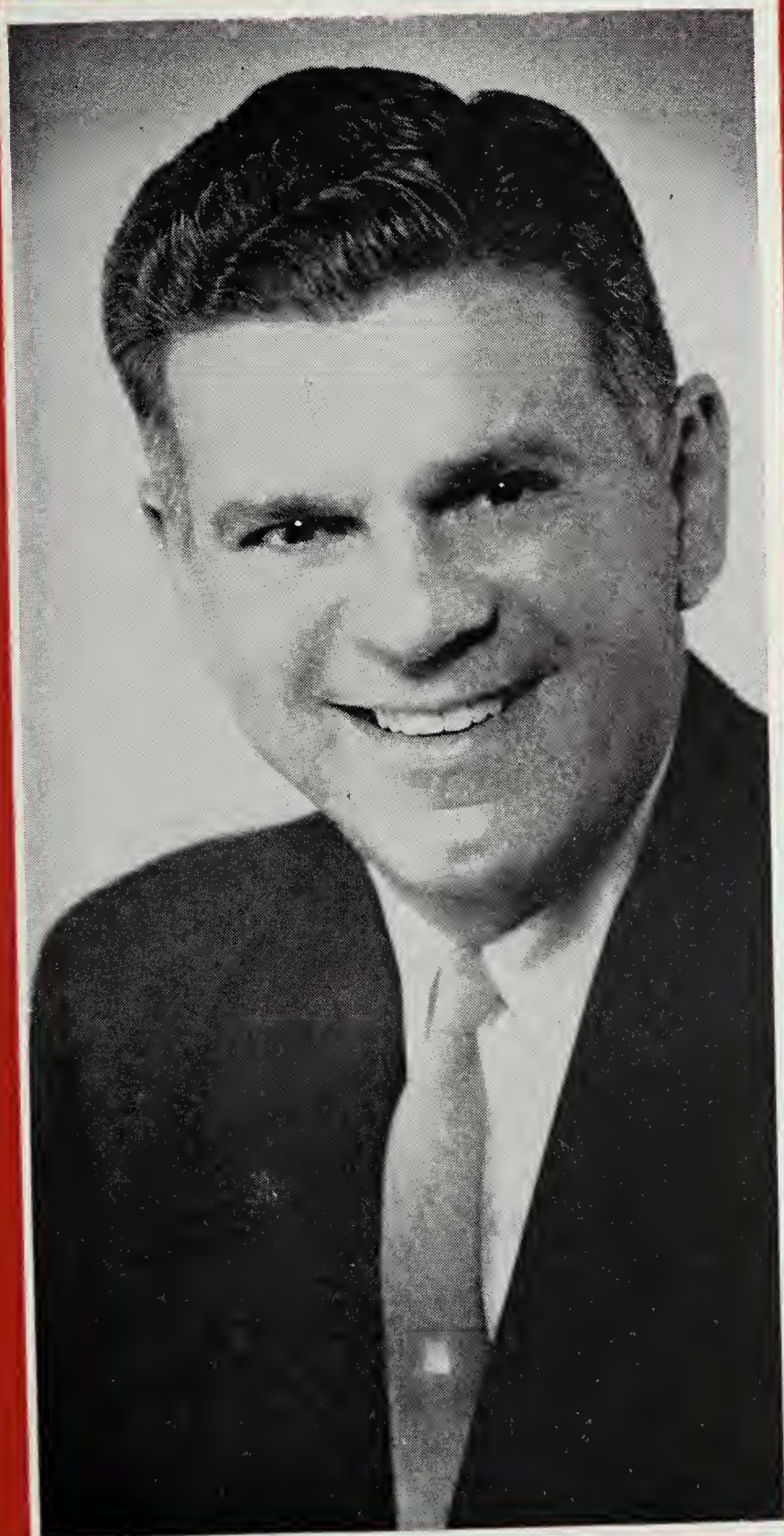
# EXHIBITOR

**OCTOBER 23, 1963**

Volume 70

Number 16

IN THREE SECTIONS • THIS IS SECTION ONE



## **Allied Delegates Flood New York**

(See page 5)

## **Cal. Exhibs Fight For Pay-TV Vote**

(See page 6)

Edward Fabian, Fabian Theatres, is general convention chairman for the big New York meeting of Theatre Owners of America (with trade show by NAC, TESMA, and TEDA) scheduled for the Americana Hotel Oct. 28-31.

**ATTACKED BY FLYING SAUCERS . . .** see editorial—page 3



# AN ADVERTISEMENT . . . FOR ADVERTISERS

**The general reduction in trade paper advertising by distribution in the name of economy raises the question of whether or not trade papers really have a place in this industry. To answer this question, we'll raise a few questions of our own.**

What methods would distribution use for the quick dissemination of the following information and what would the cost be if the trade press was not available to do the job:

Information as to reviews—Grosses of pictures—Holdovers—Hypoing special drives—Premiere showings—Censorship problems—Industry meetings—Pre-selling campaigns—Theatre promotions—Removal notices—Changes in personnel—Title changes—Going and coming of important executives—Deaths—Births—Marriages—Legion of Decency information—Advance notice of new releases—Signing of new stars—Selling new faces—Legal matters affecting the industry—News stories, including reported shortages, and the results of such actions—Studio news—Listing of releases and shorts product—and ever so much more.

The only method would be individual printing and mailing of releases—a costly method. These releases would more than likely be dismissed by the recipients as nothing but puff.

Every distributor assembles information of special interest to its own employees and mails it out. This may include standings on sales drives, coming product, etc. But when it is important to reach the industry as a whole or theatremen generally, there is no instrument as effective as the trade press.

We know of one prominent sales executive who boasts to his acquaintances that he buys less trade advertising than anyone else and is still doing okay. Perhaps he is. If so, he is being carried by the efforts of others. Nothing fair about this situation, of course. In fact, you could call it parasitic. He recently dismissed a good portion of his sales help, and exhibitors are complaining that they are not being solicited. Here is an example of false economy at its worst.

We wonder just how long he will continue to be successful, if this is his idea of good business judgment. Yet he will be the first to flood the trade paper editor with news and publicity releases. His attitude is, "The trade paper is important, and if I can chisel space for nothing—why not?"

If this industry is to prosper, it should have a healthy trade press.

Motion pictures deal in enthusiasm. It is the industry's most important product, and it must be sold within the industry before it can be resold to the public. Distribution's cutback in trade advertising suggests that they have lost faith in their product and themselves. This is probably not the case, but the appearance could be as dangerous as the fact.

**An All-Industry Service by MOTION PICTURE EXHIBITOR**



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees, Nonamaker, feature editor; Mel Konecuff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.

Volume 70 • No. 16

OCTOBER 23, 1963



## ATTACKED BY FLYING SAUCERS

GRAY BARKER, Clarksburg, W. Va., film buyer-booker, sent us a present, and we would like to publicly thank him. What was the present? Three samples of CinemaScope film. Why did he send it? To point out a disgraceful situation that has been encountered by every theatremen and every theatre audience.

Each of these film samples contains inconspicuous cue marks to inform the theatre projectionist that the time has come to change over. Each of these cue marks has been "improved" by some projectionist. One has punched out large holes over the standard cue marks. Another has scratched long markings of his own near the cue marks. A third has made his own cue marks in lipstick or some other red substance. Could there be a lady in the booth?

As Mr. Barker points out, *"This is CinemaScope film and is expanded to double in width on the screen."* Therefore, the bright flashes of light that accompany the end of each reel must shake any audience and indicate to them that something is wrong with the projection.

By the time a print has been around awhile, and cue marks have been "improved" a few times, the audience, in Mr. Barker's words, must feel that *"the Roman Forum is being attacked by an invasion of flying saucers."*

Mr. Barker has a delightful sense of humor, but his com-

plaint is a very serious one. He tells us that he has asked a projectionist at a theatre which runs relatively new prints and releases to make a survey of cue marks on films he inspects there. In three months, he has not found a single print with the standard laboratory cue marks undisturbed. In all cases, some unknown operator has scratched in "better" ones.

Laboratory cue marks, as anyone in this industry should know, are standardized by the Society of Motion Picture Engineers and are perfectly seeable if any projectionist, even with sub-normal eyesight, is really looking for them.

We are dealing here, certainly, with a relatively few lazy men. The great majority of projectionists are skilled, earnest men who take great pride in their work. However, this handful of culprits do damage that spreads from theatre to theatre. After a print has been defaced, there is no way to make it new again.

At a time when the industry is fighting all sorts of competition for the entertainment dollar, theatres must present the best show possible to the public. That means the show must be technically as perfect as exhibitor and projectionist, working together, can make it.

The film-makers and the film laboratories know what they are doing. Any "improvements" to cue markings will guarantee nothing but a bad show.

## RANDOM THOUGHTS

WE WERE having lunch recently and were approached by a so-called exhibitor. The gentleman evidently was in a twitting mood and he remarked, *"Your editorials are fine but they don't have a 'knife' in them."*

Really, our friend should know better. We were reminded of an editorial we carried several months ago entitled, "THERE'S ONE AT EVERY MEETING." One of the characters described was the fellow who doesn't feel responsible for anything that happens, and does nothing but criticize. Another had a whole host of good ideas during the bull sessions that preceded the meetings and followed them, but during the meeting when the chips were down, could find nothing to say. These descriptions seem to fit our talkative friend.

We have been complimented numerous times on our outspoken, constructive editorials, so we won't worry about a single criticism. It does provide an opportunity, however, to point out that we have never tried to use an editorial "knife." We want to help build, not destroy.

At the same luncheon table, another industryite asked why

we don't invite subscribers to write in their ideas concerning the major problems facing the industry. We thought everyone knew that we welcomed their views, but for those of you who are waiting for an invitation, consider yourselves invited. Who wants to be first?

While we are dealing with these random thoughts, here is another situation that has been interesting to follow. Recently, a neighborhood theatre in a well populated section of the city reopened after being dark for quite some time. The new operator publicized an admission price of 25 cents in the face of his opposition charging 50 cents or more. Newspaper ads highlighted the 25 cent price, and the theatre was screening comparatively up-to-date features. So what happened? Well, the theatre is dark again and the reason is the same—a lack of customers.

Whatever plagued this particular theatre—it wasn't price. All the cut-rate activity accomplished was to attract an unruly group of teen-agers, and that's not good for any theatre.

That winds up the random thoughts for this particular issue.

## NOT A YEAR FOR COGNAC, MONSIEUR

AT A RECENT meeting with theatremen, Universal executives were told by their customers that the title, "MONSIEUR COGNAC," should be changed. For once, the film-maker and distributor listened to the exhibitors, and we are happy to note that the title is now "WILD AND WONDERFUL." It's

our opinion that this will prove to be better where it counts—at the boxoffice.

After all, the picture has Tony Curtis, Christine Kaufmann, and a dog who does everything but make coffee. All that and a good title—how can it miss?



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Gold Bands

Sylvia Stonehill, secretary-receptionist for The Associates and Aldrich Company at Warner Bros. studios, was married on Oct. 12 to David Sudkin at Lake Tahoe, Nevada. The bridegroom is in charge of the west coast offices of Adage Aeronautics.

### Diamond Rings

Mr. and Mrs. Max Fellerman announced the engagement of their daughter, Joan, to Dr. Kenneth S. Kretschmer, a marketing consultant for General Electric Company. Fellerman is in charge of film industry relations for Inflight Motion Pictures.

### Obituaries

Nathan Joseph, 82, a pioneer motion picture exhibitor, died in Chicago, Ill. He owned Chicago theatres from 1907 to 1958. Surviving are his widow, a son, two grandchildren, and a great grandson.

Earl Ramsey, 60, business agent for the Jackson, Mich., Local 172, IATSE, dropped dead of a heart attack.

Frank B. Walker, 74, long recognized as a leading pioneer and the dean of the record industry, died at his home in Little Neck, L. I., N. Y. He is survived by his wife, a son, two daughters, a brother, and nine grandchildren. He organized the MGM Records division in 1945 and until his semi-retirement in 1958, was general manager of MGM Records and MGM, Inc.

## NAACP Leader In N. C. Urges Accommodations Law

DURHAM, N. C.—Floyd McKissick, Negro attorney for the NAACP and chairman for the Congress of Racial Equality, said here that although many of this state's theatres have integrated their facilities, a public accommodations law is needed in North Carolina to remove remaining barriers to integration.

Such a law, he said, would affect not only theatres, but public eating places, hotels, motels, and other places which have not desegregated their facilities.

McKissick said that Negro college students, heartened by their successes to date, were planning renewed demonstrations. "You can rest assured," he said, "that demonstrations and negotiations will continue until all of North Carolina is desegregated."

At High Point, where a 90-day truce is currently being observed by integration groups, white citizens have formed a steering committee named "Volunteers For Community Goodwill" and are circulating a petition urging desegregation of all places of business open to the public.

The petition reads, in part, "We are convinced that there is only one solution to the present racial problems in our city—the immediate removal of the color bar in all places of business and institutions to which the public has access. We urge the managers and operators of such businesses and facilities to proceed immediately to remove from their operations all segregation and discrimination."

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., OCT. 21

## Defiant Md. Exhibitor Tests Censor Legality

BALTIMORE, MD.—Briefs have been filed with the Court of Appeals of Maryland in an appeal from the conviction of a motion picture theatre owner who defied a censorship law by exhibiting a film without first submitting it for official approval and licensing.

The action is designed to test the constitutionality of a State statute which prohibits public showing of any film before it has been granted a license by the Maryland Board of Motion Picture Censors.

The theatreman is Ronald Freedman, operator of the Rex, Baltimore, on whose behalf the briefs were filed by Felix Bilgrey of New York and Richard Whiteford of Baltimore, co-counsel in the case. Bilgrey also is counsel for Times Film Corp., distributor of "Revenge at Daybreak," the feature-length film which Freedman exhibited in his theatre on Nov. 1, 1962, after refusing to show it to the censoring board. Bilgrey and Jean Goldwurm, president of Times Film Corporation, have long been protagonists in the movie industry's efforts to wipe out film censorship in the United States.

"Revenge at Daybreak," an inoffensive picture dealing with the Irish rebellion, was shown for only one day at the Rex, but this was sufficient to violate the law and set the stage for the current test action. The State has conceded the film does not violate any standards of decency. The entire issue is based on prior censorship and licensing.

Freedman was found guilty and fined \$25 by Judge Anselm Sodaro in Baltimore Criminal Court.

The Court of Appeals, highest tribunal in Maryland, will hear arguments on the appeal in December. The case is the first in the State in which there has been an appeal from a conviction for publicity exhibiting an unlicensed motion picture.

The newly-filed briefs contend that the law in question "violates the First and Fourteenth Amendments to the Constitution" in that it "imposes an invalid infringement upon the exercise of the right of free speech and press."



During a recent trip to Washington, D. C., for the special benefit showing of U's "Charade," Cary Grant, accompanied by Paul Kamey, U's eastern publicity manager, met a host of dignitaries including Senators Mike Mansfield and Maureen Neuberger.



## BROADWAY GROSSES

### "Lawrence" Ends Run

NEW YORK—Business was generally fair in the Broadway first runs although nothing was particularly outstanding.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"RAMPAGE" (WB). Paramount stated that this opened to a \$25,000 first week.

"THE V.I.P.'S" (MGM). Radio City Music Hall, with usual stage show, did \$91,087 from Thursday through Sunday, with the fifth and final week sure to top \$130,000.

"THE GREAT ESCAPE" (UA). DeMille claimed \$12,000 for the 10th week.

"HOW THE WEST WAS WON" (MGM-Cinerama). Loew's Cinerama announced \$25,000 for the 29th week.

"THE RUNNING MAN" (Columbia). Loew's State did \$10,000 on the third week.

"STOLEN HOURS" (UA). Astor had \$18,500 for the opening session.

"CRY OF BATTLE" (AA). Victoria reported \$10,000 for the second week.

"LAWRENCE OF ARABIA" (Columbia). Criterion stated the 44th and final week would reach \$23,000.

"CLEOPATRA" (20th-Fox). Rivoli said the 16th week was \$46,000.

"SWORD OF LANCELOT"—"KISS OF THE VAMPIRE" (U). RKO Palace did \$9,000 on the second and final week.

### Col. Income Rises

NEW YORK—A. Schneider, president, Columbia Pictures Corporation, announced that gross income for the fiscal year ended June 29, 1963, was \$6,299,000 as against \$5,058,000 for the year ended June 30, 1962.

Net income totaled \$2,597,000, or \$1.47 per share on the 1,629,924 common shares outstanding, as against \$2,242,000, or \$1.25 per share, in the preceding year.

### PLEASE!

It is not our fault if you miss your MOTION PICTURE EXHIBITOR when your address changes. Under a new Post Office regulation, second class mail will not be forwarded to a new address unless an extra charge is paid.

Please, when you write us, include your old address. Better still, enclose a clipping of the address label from a recent magazine wrapper.

You won't miss a single issue if you cooperate. Thank you!



# Terms Not Top Problem—Fine

## Allied Leader Says TV, Crowded Holiday Slate, Forced Zoning, Bidding Are Worse Headaches

NEW YORK—A clear and hopeful delineation of what lies uppermost in the National Allied mind at this time, was given in the keynote address written by chairman of its board, Marshall H. Fine, at yesterday's opening session of Allied's 34th annual convention at the Americana Hotel.

Crediting the trade press for gathering the data, Fine pointed out that within the next few years 500 new theaters would be opened at a cost in excess of 300 million dollars. From this he adduced the motion picture industry anticipated a period of prosperity, "for surely investments of this magnitude would not be made by anyone who was not convinced and did not have realistic evidence that good movies in good theatres would bring a great source of revenue in the years to come."

Turning to the subject of perennial strife between exhibitor and distributor, he held this aggravation could be resolved by "any two men of good intention." Hence, while buyer and seller should make the realistic effort to work more harmoniously, there should be "less hollering" anent terms, while first attempting to solve annoyances "which can be listed readily and specifically, the solution of which will bring a great betterment for all of exhibition."

These he listed in the following order: The number one problem remains theatre films on free tv, particularly on prime time. The laws of the land, he felt, could "justify completely" a reasonable clearance "over any tv showing." Theatremen, for their own economic welfare, should regionally and nationally by every manner and means tell producing and distributing companies that they must be protected in contracts, so there would be some amount of clearance before any played specific pictures.

Looking at the immediate future, he said nine big features are slated for Christmas-New Year's. Depending on the size of cities, only from two to five of these can be played during this period. Distribution, he stated, should play some of these during the slack time right now. This would have the effect of building business, while making these films available at holiday time for sub-runs.

"Deluge your local and national organizations," he continued, "with complaints to this effect, and I promise you that with a file of enough such complaints we can be heard at every stockholders' meeting of every distributing company, to the end that sooner or later mismanagement of this type will have to disappear."

He urged more exhibitor "hollering" on forced zoning and bidding, 16mm competition, unfair competition from army bases, and the like, and "the constantly spreading attempts at censorship." National Allied, he added, was giving its support and assistance to all these problems.

Fine then clarified Allied's stand on the emergence of one national exhibitor organization. He believes that a union of Allied and TOA would come about some day. "But, in honesty, and speaking only for the present, I cannot see how this will benefit exhibition that much more than the current system of

## Festival Boycott Ends; "Victors" Off To Frisco

SAN FRANCISCO—Carl Foreman's "The Victors," recently completed in Europe, has been announced as the opening night attraction of the seventh annual San Francisco International Film Festival which starts Oct. 30. It will be a Columbia release.

Festival managing director Irving M. Levin pointed out that the picture will be making its world premiere and that the screening here breaks a boycott of the only authorized American festival by Hollywood movie makers.

Foreman's picture, a World War II story that follows several GI's along the European front stars Vincent "Ben Casey" Edwards. Albert Finney, George Hamilton, Melina Mercouri, Jeanne Moreau, George Peppard, Romi Schneider, Eli Wallach, and Michael Callan.

Foreman, who was responsible for "The Guns of Navarone," wrote, directed, and produced "Victors" with the cast of international performers. Levin said Foreman has promised to attend the premiere with a number of the stars.

two fine national organizations, working closely together in mutual respect and concert, for the same overall aims and ideals." One organization would not be the panacea to correct ills two organizations are trying to correct now. He concluded, "Personally, I believe economics and nature will combine to best chart the course in this direction."

He wound up on the optimistic note that "the era of gloom is long behind us," future success can be obtained by all three segments of the industry working together, and that "a glorious new era ushering in success and prosperity is now to be welcomed. We are happy to be here to welcome it, and we look forward to enjoying it with you."

## Marcus Is Optimistic In Allied Manual Article

While there is a very serious urging to all departments of the industry to do, really, those things which ought to be done, there is in material, printed matter, and available advance copies of speeches, what amounts to unbridled optimism from National Allied in connection with its 34th annual convention.

Typical of this spirit is an article in the 1964 Allied Merchandising Manual, written by Ben Marcus, chairman of the executive committee.

These are high lights he lists looking through rose-colored glasses:

The building boom now in process of shopping center theatres, following in the wake of population shifts. This with other building and up-grading of older properties is and will arouse "the public's enthusiastic response."

In turn, this is affecting releasing patterns, and Marcus states, "The increase in multiple first runs appears to be almost a certainty in many localities."

"Intriguing technical advances" in equipment and presentation are foreseen.

He sees a change in production pattern

(Continued on page 15)

## Friday Sells Comerford Interests To Coyne

SCRANTON, PA.—Thomas F. Friday announced that he and his wife, Mariel Comerford Friday, have disposed of their interest in the Comerford Enterprises. Mrs. Friday is the daughter of the late Michael E. Comerford, founder of the Enterprises.

The stock of the companies operating the Comerford Enterprises was acquired by John E. Coyne, Jr., and members of his immediate family for an undisclosed purchase price.

It was further announced that the policies and traditions of the Comerford Enterprises for the past 50 years will remain the same.

The Comerford Enterprises consists of theatres and real estate throughout northeastern Pennsylvania and the southern tier of New York. It consists of both conventional and drive-in theatres ranging from the Williamsport-Sunbury area through Wilkes-Barre and Scranton, and extending into Binghamton and other New York communities.

John E. Coyne, Jr., will immediately assume the office of president of the company, and his father, John E. Coyne, Sr., will remain as executive vice-president and general manager of the firm.

Mr. and Mrs. Friday will devote their time to other business interests and personal matters, but Friday has agreed to remain with the company in an advisory capacity.

## Pioneers Committees Set

NEW YORK—Joseph M. Sugar, vice-president in charge of domestic sales for 20th-Fox, has been appointed general chairman of the Motion Picture Pioneers 25th anniversary dinner raffle committee, it is announced by Williams J. Heineman, president of the Pioneers.

The gala dinner, honoring 20th-Fox president Darryl F. Zanuck as Pioneer of the Year 1963, will be held Nov. 25 in the grand ballroom of New York's Americana Hotel.

Sugar said that "spectacular" grand prizes and a list of vice-chairmen to serve on his committee will be announced shortly.

Chairman for the dinner is Seymour Poe, 20th-Fox executive vice-president. His co-chairmen are Sugar; Jonas Rosenfield Jr., Fox vice-president and director of advertising-publicity-exploitation, and Marvin Kirsch, veteran industry figure and vice-president of the Pioneers.

## Adult Trailers Protested

KNOXVILLE, TENN. — Exhibitors here, particularly those at drive-ins, have been subjected to criticism due to trailers of "strictly adult" pictures shown when family films are featured.

Self-imposed censorship by Knoxville theatres has been successful. All product for adults is advertised and labeled in this manner.

A column published by the News Sentinel printed two recent objections to trailers shown before "family recommended" audiences. Spence Pierce, manager, Knoxville Drive-In, where the preview was shown, said in response to criticism that there was nothing in the film which would not be seen in any geographic magazine. Exhibitors have said, however, that they will be more careful to scan and censor previews.



# TOA Conventioneers To Be Busy, Heavy Work-Fun Agenda Indicates

NEW YORK—The program for the 16th annual Theatre Owners of America convention at the Americana Hotel was announced as follows:

On Saturday, Oct. 26, the nominating committee will hold a luncheon meeting, and the finance committee will meet in the afternoon.

On Sunday, Oct. 27, a board of directors and executive committee meeting is scheduled.

On Monday, Oct. 28, the official opening of the convention is scheduled. Chairman is Bernard Levy, AB-Paramount Theatres, New York. Welcome will be extended by Edward L. Fabian, general convention chairman, Fabian Theatres, New York. Speakers and topics will be Richard A. Smith, General Drive-In Theatres, Boston, Mass.—“The Progressive Exhibitor Looks Ahead”; E. LaMar Sarra, Florida State Theatres, Jacksonville, Fla.—“A Look Behind and A Look Ahead On Industry Legislation”; Philip F. Harling, Stanley Warner Corporation, New York—“A Look At Pay TV”; Eugene Klein, National General Corporation, Beverly Hills, Cal.—“Horizons Unlimited”; and Drew Ebersson, New York—“A Look Ahead At Theatre Trends.”

National Screen Service will host the luncheon with Julian Rifkin, Rifkin Theatres, Boston, Mass., toastmaster. Speakers will be Burton Robbins and Mel Gold, NSS; John H. Stembler, Georgia Theatre Company, Atlanta, Ga.; and Louis Nizer, Esq.

In the evening, Joseph E. Levine will present “A World Of Showmanship For The Showmen Of The World,” and dinner in Imperial Ballroom A will have as guest speaker Robert F. Kennedy, with George Jessel as toastmaster.

Tuesday, Oct. 29, will be devoted to “The Art Theatre Look,” chairmanned by Norman Levinson, Trans-Texas Theatres, Dallas, Texas, with speakers Richard P. Brandt, Trans Lux Corporation, New York; Sidney Deneau, Continental Distributing, New York; Melvin Brown, Peachtree Theatre, Atlanta, Ga.; and Bosley Crowther, New York Times.

Following this will be “The Big Product Look Ahead” at the Rivoli Theatre, chairmanned by Nat Fellman, Stanley Warner Corporation, New York, with 20th-Fox, Buena Vista, MGM, Warners, Columbia, Universal, Paramount, and Continental participating.

Arthur Tolchin, Loew's Inc., New York, will be toastmaster at the luncheon, with guest speakers including Henry Martin, Universal; Ralph Hetzel, MPAA; Spyros P. Skouras, 20th-Fox; and Darryl F. Zanuck, 20th-Fox.

Columbia Pictures will host a reception and presentation in Imperial Ballroom A in the evening.

Wednesday, Oct. 30, will feature “Tomorrow's Theatres and Concessions Today” with participants being Al Donohue, Falls Motor Vu, Great Falls, Mont.; Thomas C. Smiley, Wolfberg Theatres, Denver, Colo.; Claude Schlanger, County Theatre Company, Doylestown, Pa.; Mrs. Juanita Foree, Lakemont Drive-In, Alcoa, Tenn.; and David Kamsky, Broadway Drive-In, Richmond, Va. Lee Koken, RKO Theatres, New York, will moderate “A Look At Concessions” with Charles Baker, Pepsi-Cola Company; Louis Collins, Crush-International; W. E. Uzzell, Royal Crown Cola; Wesby Parker, Dr. Pepper; John Johnson, Walter Reade-Sterling Inc.; Phil Lowe, Lowe Merchandising Service; William Fishman, Automatic Retailers of America; Jack Fitzgibbons,

(Continued on page 16)

## IFIDA Asks Congress To Defeat Censor Bill

NEW YORK—The IFIDA board of directors announced strong opposition to the proposed new Criminal Code for the District of Columbia, and in particular the proposed sections dealing with obscenity, now pending before Congress.

The board authorized a statement by executive director Michael F. Mayer referring to the obscenity provisions of the proposed Code as “harsh, unjustified and unconstitutional.”

Under section 507 of the Code, prior restraint is authorized and injunctions are permitted which may shut down a theatre while proceedings are still pending. Personal property and equipment can be sold and businesses destroyed, where there are sharp disputes as to determination of the vaguest of phrases, such as “obscene” and “indecent.” The IFIDA board called on Congress to defeat this pernicious legislation.

## Wyler Out Of “Sound”

HOLLYWOOD—Producer William Wyler and 20th-Fox regretfully announce that he will not produce-direct the film version of Rodgers and Hammerstein's “The Sound of Music” owing to a conflict in the starting date of that attraction with Wyler's commitment at Columbia for “The Collector.”

## Hill Exits Fox Post

LONDON—Rowland Hill has left his post as director of publicity for 20th Century-Fox in England, it is announced by Percy Livingstone, managing director of Fox in Britain.

# Calif. Exhibitors Battle Pay-TV; Favor Putting Issue To Public Vote

LOS ANGELES—Theatre exhibitors representing over 800 California theatres pledged an initial half million dollars in an all-out crusade to place the issue of preserving free home tv to a vote of the people. A luncheon in the Beverly Wilshire Hotel here, called by Fred Stein, circuit executive and southern California chairman of the California Crusade for Free TV, and sponsored by the Theatre Owners Association of Southern California, called the pay-tv threat “an imposition upon the public to force them to pay for tv programs which they now receive free.”

The 250 assembled theatre men and women indicated the movement to put the issue on the ballot was being supported and endorsed by a wide range of organizations, businesses, shut-ins, senior citizens, women's clubs, and family groups who believe “they have been grossly exploited by selfish interests seeking to introduce home pay tv in California.”

Headed by northern California exhibitor Arnold Childhouse, chairman, California Crusade for Free TV, a delegation from the northern part of the state pledged complete financial and other support of the movement. With Childhouse were Roy Cooper, president,

## Ludwig Announces Buena Vista Lineup

BURBANK, CALIF. — Irving H. Ludwig, president of Buena Vista, announced the Walt Disney film lineup for 1964.

The films include: “The Misadventures Of Merlin Jones,” teen-age comedy adventure starring Annette and Tommy Kirk with release date set for February, 1964; “The Three Lives Of Thomasina,” starring Patrick McGeehan, Susan Hampshire, and Karen Dotrice, with pre-release engagements set for December in New York and Los Angeles, and general release scheduled for March, '64; “A Tiger Walks,” starring Brian Keith, Vera Miles, Pamela Franklin, and Edward Andrews, with release date scheduled for April, 1964; “Emil And The Detectives,” starring Walter Slezak; “The Moonspinners,” starring Hayley Mills and Eli Wallach; “Mary Poppins,” starring Julie Andrews, Dick Van Dyke, Ed Wynn, Glynis Johns, and David Tomlinson, for release Christmas, 1964; and “Those Crazy Callows,” starring Brian Keith, Vera Miles, and Brandon De Wilde.

## Glen Alden Income Up

NEW YORK—Albert A. List, president, Glen Alden Corporation, reported preliminary net income of \$5,500,000, equal to approximately \$1 a share on sales of \$88,200,000 for the nine months ended Sept. 30.

For the first nine months of 1962, the corporation reported net income of \$3,850,000, equal to approximately 70 cents a share on sales of \$81,350,000.

Glen Alden is a diversified operating company consisting of Glen Alden Coal Division, the nation's largest producer of anthracite; RKO Theatres, Inc., a coast-to-coast chain of motion picture theatres; Swift Manufacturing Company, Opp Cotton Mills, and Micolas Cotton Mills; E. Hubschman & Sons Division, producer of high quality calf leather; and Aluminum Industries, Inc., producers of pistons and other automotive parts.

Northern California Theatres Association; Henry Nasser, Tony Penaro, Charles Meastri, Abe Blumenfeld, John Klee, and Homer Tegtmeier.

“This marks the first time in California theatre history that all theatres are unified in a common cause,” Stein said. He added, “A broad, organized front of similarly-affected businesses, industries, clubs and organizations—joined by the general public—swiftly is organizing to join the theatres in this all-out fight to preserve free home tv by way of the ballot.”

In addition to Stein, the southern California theatres committee is comprised of Everett Cummings, George DeWade, Henry Pines, Al J. O'Keefe, James Edwards, William R. Forman, Eugene V. Klein, and Don Guttman.

The Crusade's plan of action envisions a sufficient number of petition signatures to bring the issue of free tv in the homes to the public by way of the ballot.

Childhouse and Stein indicated preliminary research indicates “the public will revolt against being forced to pay for programs now received free.”



# ***IT'S MCNIFIGENT...***

---

IT'S GOT A  
TENDER LOVE  
STORY!



IT'S GOT GOOD  
CLEAN FUN!



IT'S GOT A  
WARM STORY  
OF FAMILY  
DEVOTION!



# ***IT'S GOT EVERYTHING!***



# ...IT'S MCLINTOCK!



He likes his  
whiskey hard...  
His women soft  
...And his west  
all to himself!

"What Happened To My Horse?"

"Who's Minding The Ranch?"

"Some Brawl—No Whiskey!"

"Best Party I Ever Saw!"

## JOHN WAYNE + MAUREEN O'HARA "McLINTOCK!" IS MCNIFICENT!

Co-starring

PATRICK WAYNE / STEFANIE POWERS / JACK KRUSCHEN / CHILL WILLS / YVONNE DE CAR

And Guest Star

Written by

Directed by

Produced by

JAMES EDWARD GRANT / ANDREW V. MCLAGLEN / MICHAEL WAYNE **TECHNICOLOR® PANAVISION®** A **BATJAC** PRODUCT

...AND IT'S BACKED WITH A MCNIFICENT McCAMPAIGN!

THRU  
UA



## Variety Looks Forward To Biggest Year—1964

NEW YORK—1964 will be the year of Variety's greatest growth and activity, it was predicted by Rotus Harvey, international chief barker, at the close of the annual midwinter meeting of Variety's international officers held at the New York Hilton.

According to Harvey, the meeting, which was attended by 20 international officers from U. S., Canada, and Great Britain, revealed that Variety's membership has been growing in two areas that the organization had been concentrating on in recent years—among the younger members of show-business, and among other branches of the amusement business besides motion pictures.

"This is most encouraging to us because the more members we have the better we can meet the challenge of our ever-increasing charitable activities on behalf of children throughout the world," he said.

According to Harvey, the needs for Variety support are greater today than at any time in the 35-year history of the show-business service organization.

"How we are meeting that need is symbolized by the Variety Sunshine Coaches now being introduced into the United States," he said.

Used to transport stretcher—and wheelchair—confined hospitalized children on outings and to athletic events, etc., these coaches were developed by the Variety Club of Great Britain. One was presented to Mayor Wagner and the city of New York for use at Institute of Physical Medicine and Rehabilitation. Variety Sunshine Coaches have also been introduced in St. Louis and Pittsburgh.

Among the other subjects discussed at the annual mid-winter meeting of Variety Clubs International officers were club operations and fund-raising.

Also discussed were plans for the celebration of Variety Week in mid-February, 1964, and for the next Variety convention to be held in Buffalo, in June, 1964.

Attending the meeting besides Harvey were James Carreras, first assistant international chief barker, London, England; Ralph W. Pries, second assistant international chief

## Mrs. Gilliam, Atlanta "Reviewer," In Tough Spot After Court Ruling

### Col. To Film "Lady" On Location In Texas

WHARTON, TEX.—The cast and work crews of the film, "The Traveling Lady," will arrive here Oct. 21 and will begin shooting on the motion picture on Oct. 28.

This was announced here by officials of Columbia Pictures, the company making the film. The story on which the film will be based was written by Horton Foote, a native of the city, whose family still lives here.

About 60 to 75 per cent of the film will be made here, the remainder in Columbus. The filming is expected to take about 21 days. Film stars already cast for roles are Lee Remick, Steve McQueen, and Don Murray. The film's director, Robert Mulligan, said "many extras will be used in the film, most of them from the local area." He said the company planned to use a number of Wharton County Junior College and area high school students as extras.

### Myerson To Loew's Board

NEW YORK—Laurence Alan Tisch, chairman of the board and president of Loew's Theatres, Inc., announced the election of Bernard Myerson, executive vice-president, to the board of directors.

barker, Philadelphia; J. J. Fitzgibbons, Jr., property master, Toronto, Canada; Joseph Podoloff, dough guy, Minneapolis; George C. Hoover, Variety's executive director, South Miami, Fla.; and Philip Gerard, press guy, New York.

Also, the following members of Variety's international executive board: John H. Harris, John H. Rowley, George W. Eby, C. J. Latta, Jack Beresin, and Edward Emanuel, chairman.

Also, the following international representatives: D. J. Goodlatte, Nat Nathanson, Robert L. Bostick, and Harry Kodinsky.

ATLANTA—Atlanta's official reviewer of films says that the Georgia Supreme Court ruling which knocked down Atlanta's film rating ordinance makes any protection of the screen more difficult.

Mrs. Christine Gilliam, Atlanta's movie censor until the city's censorship ordinance was struck down in 1962, and official "movie reviewer" until the court ruling, said she felt that the film rating ordinance was a great service to the public and that she did not view it as a measure of prior restraint.

In striking down the ordinance, the Georgia high court stated that there can be no prior rating or censorship of movies. For the past 16 months, films shown in Atlanta theatres have been advertised as either "acceptable," "unsuitable for youth," or "objectionable." Mrs. Gilliam said invalidating the ordinance "opens up more competition for good theatres from those that cater to low public taste." She said that the task was to apply "contemporary community standards" to films. No idea, as such, was banned, and she expressed the belief that "freedom of speech does not affect obscenity."

Mrs. Gilliam said that of the 1,496 films she reviewed between June, 1962, and Oct. 6, 1963, a total of 888 received an "A" rating; 560 were classified as "U"; and 29 were rated "objectionable."

John Turoff, attorney for the Kirkwood Theatre here, which is currently involved in legal action over the showing of the "objectionable" (according to raters) "The Balcony," said he was pleased over the new ruling but not surprised.

"I and the owners of theatres in Atlanta," he said, "oppose obscenity, but we also oppose censorship, particularly if it is enforced by one person." Bob Moscow, owner of several theatres in Atlanta, said the majority of theatre operators have a good sense of standards, "but not one of us has not had problems with Mrs. Gilliam." He said, "She sets herself up as a judge of what would corrupt morals and what would not." The classic film, "Birth of a Nation," was never allowed to play in Atlanta. John and Ruth Carter, owners of the Fine Art Theatre and the Capri Cinema, had this to say, "We're elated. We've been looking forward to this for years."

Edwin L. Sterns, attorney for the City of Atlanta in the Supreme Court case, said he has not decided what course of action will be taken in the light of the ruling. A decision will come shortly.

### Universal Ups Swerdlow

LOS ANGELES—Abraham Swerdlow, Universal branch manager in Los Angeles since 1952, has been promoted to the post of regional sales manager with headquarters in Los Angeles, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager.

Swerdlow replaces Barney Rose, who died a few weeks ago and headquartered in San Francisco.

At the same time, Martin announced that Robert L. Carpenter, sales manager in Memphis since 1957, has been promoted to the post of branch manager in Los Angeles.

Lewis Dreisbach, office manager and head booker in Dallas, has been promoted to the post of sales manager in Memphis.



Officers of Variety Clubs International recently held their annual midwinter meeting in New York; and seen, around the table, left to right, are C. J. Latta, International Executive Board; James Carreras, first assistant International chief barker; Rotus Harvey, International chief barker; George C. Hoover, executive director; John H. Rowley, International executive board; Joseph Podoloff, dough guy; George W. Eby, International executive board; Edward Emanuel, chairman, International executive board; D. J. Goodlatte, International executive board; Nat Nathanson, International representative; Phil Stone, International representative; Robert L. Bostick, International representative; W. M. Brizendine, International representative; Ralph W. Pries, second assistant International chief barker; Harry Kodinsky, International representative; and J. J. Fitzgibbons, Jr., property master.



# Public Sale Of Pay-TV Stock Waits While Calif. Agencies Mull Details

By MARK GIBBONS

SAN FRANCISCO—As predicted in these columns several weeks ago, it now becomes certain that it will be a far cry from proposal to reality before pay television even gets a foot in California's door. Promoters of the highly speculative Subscription Television, Inc., still are waiting—and it looks like a long wait—for the green light to start selling the public \$22.8 million in stock. They had hoped that John G. Sobieski, California State Corporation Commissioner, would press the go-ahead button at least a week ago; in fact, they'd even prepared a "hold for release" press announcement.

But the commissioner told MOTION PICTURE EXHIBITOR his office "still is reviewing the matter," and he didn't know when he would be able to come up with a decision. The promoters of the pay-tv scheme want to sell the public 1.9 million shares of stock at \$12 a share while the backers pay \$4.58 a share for the same stock. This is what the State Division of Corporations frowns upon as "cheap stock," in the words of Herbert A. Smith, assistant commissioner.

However, the question of whether the pricing of this multi-million dollar issue of stock is "fair, just, and equitable" is not the only snag that faces the offering. William M. Bennett, president, California Public Utilities Commission, said the proposal also is being considered by his office. The head of the PUC said he won't be able to come up with a decision "for a matter of weeks yet." Bennett added his decision "might hold up Sobieski's decision." Then he elaborated:

"If the telephone company performs a service for them (Subscription Television, Inc.) we would be interested in knowing what impact that service would have on telephone rate payers." The PUC chief also predicted that Subscription Television, Inc., plans "might also kick up a fuss in the Legislature."

Bennett was referring to the newly-formed opposition group instigated by Roy Cooper, president, Northern California Theatres Association, and which is in the process of being incorporated as "California Crusade for

Free Television." This exhibitor group is studying whether any law authorizing pay-tv should be challenged. It is headed by Arnold Childhouse of United California Theatres, long an ardent foe of pay-tv, and is supported by other business interests which stand to suffer if pay-tv becomes a fact. The exhibitor group has become state-wide. Crusade for Free Television has hired John A. Busterud, former California assemblyman, as its attorney, and Graham Kislingbury Associates, powerful and high-priced public relations firm, to help sell the public its story.

Meanwhile, the latest amended prospectus filed with the Securities and Exchange Commission reveals that Subscription Television, Inc., has elected Sylvester L. Weaver, Jr., as president, treasurer, and director. The former president and board chairman of the National Broadcasting Co. is to receive \$85,000 a year. In addition, he is to receive one per cent of the profits up to \$165,000 a year, before taxes. Weaver's contract also provides \$1,417 a month for five years to a beneficiary upon Weaver's death. Or the monthly sum could go to him if he is disabled. Moreover, he and others have stock options.

California long has been recognized as a jealous guardian of the investment protections of the Golden State's citizens. Now the largest state in the Union, its officials seem to have an added incentive to scrutinize with almost microscopic fidelity what is good or bad for its people. Regardless of whether the SEC okays the Subscription Television, Inc., stock issue, dedicated California government officials still retain their autonomy and will have the last word as to whether or not pay-tv starts here.

On the other side of the coin, it is quite easy to understand why the underwriting group, headed by the investment firm of William R. Staats and Co., is anxious to put the show on the road and get the stock issue released because the underwriting, commissions, and expenses amount to \$2,150,000.

**WE'RE BLUSHING**—Publishers' Auxiliary, distributed to newspaper executives throughout the country, reprinted this editorial which appeared in MOTION PICTURE EXHIBITOR recently. Our thanks gentlemen!

## Publicists Protest Hiring Of Non-Union Personnel

BEVERLY HILLS, CALIF.—Pressure to stop the overseas hiring of non-union publicists at below scale salaries was initiated by the Publicists Association, Local 818, I.A.T.S.E., in a luncheon meeting of the union's officers and studio publicity directors in the Beverly Hills Hotel.

Purpose of the meeting was to have the motion picture and television publicity executives meet the newly elected union officers and to acquaint them with the union's current problems and goals as well as to start a closer working relationship to enhance the image of Hollywood and the value of publicity and publicists to the film and tv industries.

Charles A. Moses, union president, stressed the members' irritation concerning the overseas hiring of unit publicists at low pay scales with a disregard to the quality of publicity material to be used to promote the films during production and release.

"It appears that some executives responsible for production publicity, as well as producers, in various overseas areas, are more interested in saving a few dollars than insuring the original negative investment with adequate publicity material to meet box office competition," said Moses.

"In many instances, we have been told that much material being received from inexperienced non-union overseas publicists had to be rewritten at the studios here or in New York. In some cases, little or no material is received.

"Many of the non-union publicists have had little experience in the preparing and distributing of material to American news media. In some cases, motion picture editors and columnists are seldom serviced on production news.

"Some major executives will tell us that financial arrangements for productions preclude the additional expense of paying dollars for an American publicist, but it is not impossible that a \$1,500 a week photographer is sent out to the production from the U. S. and paid in dollars charged to the national advertising budget instead of the production publicity budget.

"There are examples of where the lack of material and servicing during production has forced distributors to spend more money prior to release in order to fill the void."

## Other voices

### Forming pyramids or putting the top at bottom

ONE OF THE MOST difficult forces to overcome is the force of habit. This is true in any area of human behavior.

Many, many years ago, newspapers in setting their advertising standards decided that pages should be built from the bottom in the nature of a pyramid. This became a habit. No one will deny that the top ad position on a theatrical page is the best spot. Yet regardless of the fact that a large ad should have preference, it does not get it. This is true in the great majority of newspapers who are slaves to habit.

It hardly seems fair. On other pages, the advertiser who spends the most money receives preferential space allocation.

Similar unfair treatment is seen in the so-called "free" spot announcements provided for advertisers in most newspapers. Theatrical ads cost more

per line than general advertising, so publicity stories are not "free" at all. Yet a child knows that the public has been acclimated to look for theatrical news in the newspapers. Many columnists dealing with the movie world or the legitimate stage are syndicated in a host of publications.

We believe that you can't get something for nothing, and the cavalier treatment given the motion picture industry by most newspapers bears this out. The "free" filler copy on theatrical pages is paid for by increased ad rates, and also serves the newspaper by relieving it of the burden of filling those columns with other material.

The only way to solve this problem would be to appeal to a newspaper's sense of fair play. This is a job for all showmen. The sight of a one-inch theatrical ad for a neighborhood the-

atre enjoying the top spot on the theatrical page is an offensive one to anyone who believes in fair treatment.

The manner in which a legitimate, tax-paying theatre owner is treated

like a fly-by-night flea circus operator instead of like a businessman is equally offensive.

Here is one habit that needs breaking.

Motion Picture Exhibitor

## The Publishers' Auxiliary

Established 1865  
Published fortnightly by NAS Inc., National Editorial Assn.  
Member of Business Publications Audit of Circulation Inc.

NEA

Publisher-Editor: Theodore A. Serrill  
Executive Editor: Edwin G. Schwenn  
Managing Editor: William A. Dorr

BPA

Editorial and sales office: 333 N. Michigan Ave., Chicago, Ill., 60601  
Telephone 312-ANDover 3-1838  
Classified Advertising Manager: Leona Helming

New York sales office: 404 Fifth Ave., New York, N.Y., 10018  
Telephone 212-BRYant 9-7300

Washington sales and circulation office:  
1025 Connecticut Ave., NW., Washington, D.C., 20036  
Telephone 202-STERling 3-1653  
Sales Manager: Charles H. Lueck Jr.



Up

POPS

the  
comedy  
smash  
that's  
your  
boxoffice  
blast  
for  
Thanksgiving!

...from 20<sup>th</sup>





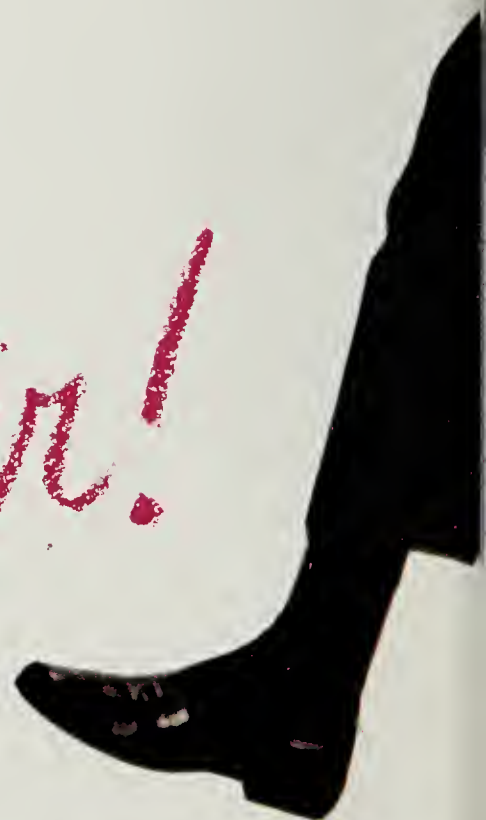
*This is  
Daughter!*



*This*

There  
comes  
a time  
in  
every  
father's  
life

when  
his baby  
becomes  
a babe...







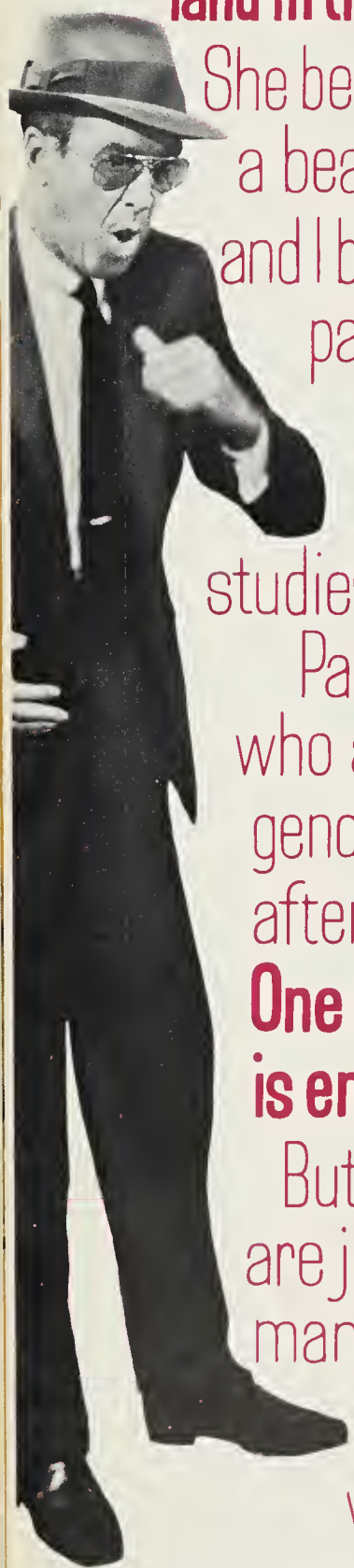
**JAMES STEWART**  
and  
**SANDRA DEE**

in  
**"TAKE HER, SHE'S MINE"**

**COLOR**  
by DeLuxe



"My luscious dish of a daughter! Every delicious delinquent inch of her is designed to drive her father (that's me) **nuts!** She discovers 'causes'...and I **land in the clink.** She becomes a beatnik... and I become page one news. She studies art in Paris, and who are the gendarmes after—me! **One of her is enough.** But there are just too many boys in this world!"



**JAMES STEWART**  
AND  
**SANDRA DEE**  
IN  
**"TAKE HER,  
SHE'S MINE"**

COLOR BY DE LUXE

Watch for it at your favorite theatre!

and 40 seconds of film. Although I arrive at noon, the rest of the company has been at it from 7:00 A.M., and we frequently do not finish shooting until after seven at night. Because we have to tell a complete story in less than an hour, the medical sequences are often grotesquely and hilariously compressed. My best efforts notwithstanding, in real life, for example, even a patient dying a sudden death usually receives intensive medical attention for at least half an hour before all attempts to revive him are abandoned. To portray this accurately would occupy half our air time, so our death scenes are mercifully brief—little more than a flick of the stethoscope, and on with the rest of the plot.

While an authentic physical exam takes almost an hour, even Thorough, Conscientious, Dedicated, Leave-No-Stone-Unturned Dr. Kildare is limited to a token gesture of peering into one eye or giving one squeeze of the blood-pressure cuff before pronouncing that a patient has three hours, five minutes, and twenty-seven seconds to live.

Fortunately, most of my actor-doctors are apt pupils, and though their medical dialogue is often less comprehensible to them than Swahili, they manage very well. Richard Chamberlain is now an expert at external cardiac massage, and I am waiting for the day he finds himself in a real-life situation calling for first aid. He'll be superb, and think of the confidence the patient will have in him—unless it's a teen-age girl, who will lapse into shock from sheer joy.

This is probably the best place to confess that I (as almost every member of the Kildare unit) am one of Richard Chamberlain's fans. Girls of all ages will be happy to know that he is as nice off the screen as he appears on it. I have found him unfailingly courteous to visitors, despite exasperating demands on his time. He also possesses a marvelous sense of humor, and his "medical" antics between scenes, when the camera is not grinding, have enlivened many of my afternoons. Although he is an incredibly hard worker, he has the grace not to take himself too seriously.

One completely unexpected benefit has accrued from my association with Richard. I find that my mornings are easier now, because I can more quickly gain the friendship of reluctant teen-age patients, especially girls. Previously, they tended to drag their feet as they were ushered into my office; but they can't resist me now. After all, they are going to be examined by Dr. Kildare's doctor!

In the children's clinic, I occasionally stumble over a toy in the reception room. At Kildare, my difficulty is cables. The entire set is booby-trapped with cables. They seem to grab me around the ankles like boa constrictors whenever I enter Blair. Failure to negotiate the cables can result in knocking over the spotlights or demolishing the sound equipment, which hardly endears one to the director. I have therefore developed a peculiar gait best described as calliope hopping.

Another problem I have never encountered in my real medical world is the *Sponsor* (to be uttered with reverence). We can't mention the word "cancer" in our dialogue, because of a cigarette sponsor; nor can

He had just come through his oral examination with flying colors, he said, because the patient on our program had had the same obscure medical problem as the patient on his examination. Having paid careful attention to the program, the student was able to identify correctly the illness and prescribe the proper course of treatment. Who says we are not accurate?

Mornings in my clinic are pretty serious affairs, since the university hospital attracts many patients who have been unable to find help elsewhere for their difficult, often incurable, medical problems. In contrast, the Kildare crew, riding the crest of a successful season, are full of high spirits. When the camera is turning, a businesslike attitude prevails; but between scenes, some elaborate gags are cooked up.

For example, Ray Massey has had to learn to check his Rolls-Royce carefully, to be sure no signs have been attached by some wag on the crew. One day, the elegant car bore a large placard stating "Student Driver," and another time, Ray's license plates had been replaced with new ones saying "Horseless Carriage."

Occasionally, one of the better pranks finds its way onto film. Like the time early in the series when young Dr. Kildare walked into Dr. Gillespie's office, only to find Abraham Lincoln seated behind the consultation desk. Unbeknownst to the astonished Kildare, Ray Massey had donned his famous Lincoln makeup and costume. The ensuing dialogue (a mixture of Civil War and modern medical talk) broke up the crew as well as the actors. The cameraman kept grinding and captured the scene for posterity, if not for the TV audience.

Another gag involving makeup occurred during the filming of an episode about a young girl undergoing plastic surgery because of a prominent nose. In the beginning of the scene, Ray Massey and Richard Chamberlain had their backs to the camera. Then they slowly turned to show their profiles and said in unison, "And she thinks she has problems!" Both were equipped with four-inch-long Pinocchio-type noses, artistically modeled by the makeup man.

Not long ago, we celebrated Richard Chamberlain's birthday on the set. The occasion had been ignored until Richard and Ray Massey were consulting at the bedside of a comatose child. Instead of the nurse who had been scheduled to make an entrance, it walked the property man dressed as a nurse, wearing a mop for a wig. He was bearing an elaborately wrapped package and a lighted birthday cake—resting elegantly on a newspaper. While the entire crew gathered around to sing "Happy Birthday" to M-G-M's most popular actor and the world's highest paid intern, Dr. Kildare proudly unwrapped his gift. It proved to be a Ben Casey sweat suit!

When I first began my TV career and dragged home exhausted and complaining after a long day on the set, my husband asked me why I didn't give up the job. Now I know why. I find I am like the man in the old studio joke who washed the elephants in the circus. After he complained nightly to his wife about the elephants' stepping on him, splashing

"Pops is a darling but also a square. He gets into so many scrapes, he's practically **an adult delinquent!** Like with those gendarmes in a Paris dive...or his **strip-down dive** into the Seine. Or the time the cops had to hustle him off the campus. He says **it's all my fault...but can I help it if I love life, and the boys love me?**"

20<sup>th</sup>  
Century-Fox presents

**"TAKE HER,  
SHE'S MINE"**

co-starring  
**AUDREY ROBERT PHILIPPE JOH  
MEADOWS MORLEY-FORQUET MCGIV**  
Produced and Directed by **HENRY KOSTER** / Based on the p  
Screenplay by **NUNNALLY JOHNSON** / **PHOEBE and HENRY EF**  
Produced on the stage by **HAROLD S. PRINCE** / **A CINEMASCOPE PIC**



with the swing to lower budget pictures of good grossing potential rather than recent whoppers "which proved a financial headache for the industry."

"Boxoffice grosses in many situations are zooming to all-time highs."

"The nation's population is reaching the 200 million mark."

In a sober mood, he calls for a reappraisal of time-worn sales policies of distribution; a steady year-'round flow of product lest the millions and effort being spent might be wasted; and a market research program.

Other advance convention news is that instead of speakers at the concluding banquet there will be "A History of the Movies," an original stage presentation produced by Morton Sunshine. Written into the script will be many stars and personalities who have built the industry "from Nickelodeon to Cinerama."

The evening of Oct. 23, the famous Latin Quarter will be closed to the public to enable the Alliedites and their ladies to feast, drink, and watch the two-hour floor show. Dinner, show, liquor are all included in the convention ticket.

On the serious side there will be six sessions devoted to availabilities, performance, sales policies, current trade practices, merchandising, film production, premiere showcase debate, and a "Look Into the Future." This last will be conducted by Nicolas Reisini, president and board chairman of Cinerama, who will explain the single-projector geodesic dome Cinerama Theatre.

Final round-up notes that \$50 for members and \$25 for the ladies covers three continental breakfasts, three lunches, the Latin Quarter evening, cocktails at Versailles Terrace, the climax banquet, plus tips and taxes.

The ladies will tour the United Nations, "escorted by world renowned statesmen," and have a special luncheon in the Delegates Dining Room; prelude the 1964 World's Fair, complete with luncheon at Top of the Fair; have a private fashion show; at luncheons they will meet such as Fanny Hurst, Vivien Leigh, Hermione Gingold, Rita Gam, Dina Merrill, Ina Balin, and Shari Lewis. (At that, these could be overshadowed by the presence of "Mr. Kenneth," who styles coiffures for Jacqueline Kennedy!) All the foregoing and transportation are included in the ticket.

Joseph E. Levine, whose flamboyant showmanship startled and stimulated the motion picture industry several years ago, was to be the principal speaker at the Embassy Pictures' "Keynote" Luncheon scheduled for the second day of the Allied convention. Also addressing the exhibitor convention delegates at the luncheon was Leonard Lightstone, executive vice-president of Embassy Pictures, and Carl Peppercorn, sales chief.

Charles E. McCarthy, executive vice-president of COMPO, and Frederick A. Klein, executive vice-president of McFadden-Bartell Corporation, publishers of Photoplay Magazine, will be speakers at the morning business session today (Oct. 23).

Nathan L. Halpern, president of TNT (Theatre Network Television, Inc.), will be a speaker on the final day of the convention.

## N. Y. House In Facelift

NEW YORK—Island Theatre Circuit buys and books for the Criterion, East Rockaway, Nassau County. The theatre has undergone extensive alterations and has acquired a new parking field for its patrons.

# LONDON Observations

By Jock MacGregor

IT WAS SRO for Rank's annual general meeting, which for the first time was held in the boardroom at the stately South street headquarters. Extra seats had already been brought in to accommodate the many shareholders. Most questions were straightforward, but some developed into speeches; in particular, that of a minor film man who attacked Rank's production policy and pleaded for opportunities for the young (presumably, meaning himself). Chairman John Davis showed remarkable tolerance—considerably more than was shown when the same gent tried to put his message at the Association of Cine Technicians AGM. Then he was bluntly told he had spoken too long.

Davis freely admitted that British production was in grave trouble because there was not enough money coming from the box office to meet rising costs, or enough fresh ideas to compete successfully with tv. He did say that two current pictures were actually being directed by newcomers, but reminded shareholders of the group's financial troubles of years ago when they were easier in production. Lord Rank put in a rare appearance. It must give him untold pleasure that, thanks to diversification, the group now stands in the highest regard in financial circles and that the 50 cent shares are at their highest ever—over \$8.00.

In reply to a question on the importance of salesmen in the report, Davis confirmed that he had written the paragraph personally and strongly held such views. Now the appointment of Jim Prickett to work with Rank's Western Hemisphere distribution supervisor, Jamie Jamieson, underlines the importance the group attaches to this area of 23 territories, headed by the United States and the growing but complex Latin American markets.

IT'S ALSO SRO at Rank's flagship, the Odeon, Leicester Square, where the second James Bond adventure, "From Russia With Love," has burst on the scene. The Harry Saltzman-Cubby Broccoli-Terence Young team have learned much from the fabulous "Dr. No," and turned in an even better picture. You can laugh with or at it: either way it is grand entertainment. I can not think of any type who won't like it. There is never a dull moment—and many are magnificent.

Though UA and the producers kept some seats for friends at the last performance on the first day, there was no preme in the accepted sense with either part or the entire theatre closed to the public for most or all the day. In consequence, the theatre's opening day record was shattered by no less than \$1,347. This again raises doubts about the value of routine premes. By not having one, the film has definitely not suffered and the producer has benefited. (STOP PRESS: Business is such that "Russia" has been rushed into a concurrency at the Odeon, Marble Arch, in addition to pre-releases at the New Victoria and Kensington Odeon. This is an unprecedented West End saturation.)

CONGRATULATIONS to Mike Frankovich on being named by A. Schneider to head Columbia's world wide production activities with headquarters in Hollywood. For a long time we, in London, have feared that this move was inevitable. His rise in the past eight years is quite incredible. He has done a fabulous job. Our loss is definitely Hollywood's gain. We shall miss Mike, but I have a sneaky feeling that we shall still see quite a lot of him. . . . Headed by James E. Perkins, Charles Boasberg, and Martin Davis, Paramounteers have flown in from many parts to see the rough cut of Hal Wallis' "Becket" and talk on the international marketing and merchandising of the Technicolor spectacle starring Richard Burton and Peter O'Toole. Judging by the smiles, they liked what they saw. . . . John Behr, Rank Theatres' publicity chief, was bubbling with enthusiasm when we met. He had just seen the dummy for the new "Showtime" fan monthly which is to appear in December and will sell at 10 cents in Rank Theatres, restaurants, dance halls, etc. Its 36 pages will be packed with news, pictures, and features about movies and edited by Peter Tiphthorp, former editor of the British "Photoplay." The initial print order is for 200,000. British fan mags have dropped to only one, but ABC has been publishing "ABC Film Review" for 13 years, and this has a monthly sale in their theatres of nearly 300,000, making it Britain's largest circulating fan magazine.

CONGRATULATIONS to John Fairbairn who, after 15 years with Rank and pre-war service with Paramount Theatres in management, has been appointed 20th-Fox's publicity chief by Percy Livingstone. He is a first rate man and has recently been Rank's publicity liaison with Sam Bronston in Spain. Following Brian Dowling's resignation from the Rank Organization to start his own consultant on corporate relations business, Granada tv's press and public relations chief Don Harker has been appointed information controller, a newly created post designed to coordinate the publicity of the many individual divisions in the Rank group. Hammer's studio publicist, Brian Doyle, has become Columbia's press officer. . . . Isador M. Rappaport and Karl O. Tunberg are named as directors of a new British company, Karlsted Productions Ltd., which has been registered with the object of carrying on the business of film producers, etc. London gets its third Cinerama Theatre next month when "Brothers Grimm" moves to the 850 seat Royalty so that the Coliseum can get ready for "Mad, Mad, Mad, Mad, World." . . . Pet hates: Those, mainly publicists, who issue incompletely captioned photos—a covering note is not enough as it can so easily be mislaid; those, mainly managers, who do not date and name publications when submitting press clippings in support of campaigns.



# The NEW YORK Scene

By Mel Konecoff

CARL FOREMAN, writer and director of note and self-admitted reluctant producer, which he also does well, was in town with a final print of his latest film, "The Victors," to discuss its release with Columbia executives, arrange for personal appearances, lectures, etc. At a press conference, he had several things on his mind, to wit: film festivals, subsidies, a national film school, and, of course, "The Victors."

Film Festivals: He is going to show his film at the San Francisco Film Festival because he thinks it's a good one and can use some encouragement and support from the American film industry. It will be screened out of competition because he doesn't believe in prizes—winning one can do little good and not winning can do some harm. Festivals to Foreman mean relations with the public, which in turn mean sales. For instance, European festivals have influenced the public to believe that picture-making is no longer a prime Hollywood function, but rather the most exciting films are being turned out abroad. This is only partially true, said Foreman.

The American market is still an important one so why not use all public relations media, including the festivals, to demonstrate that quality films are still being turned out here, and the proper handling will spread the word abroad as well. Because it will be helpful to the American industry, he is entering "The Victors" at San Francisco. Said Foreman, "The fact that in the festival's seven year history only one other American film has been allowed there only points out the fact that the American film industry frequently fails in its duty to support itself."

Subsidies: He felt that the American film industry is up against competition that is subsidized and also that the problem of runaway production can only be helped by constructive aid and not through legislation. He called attention to the loss to the industry here of top creators and financing to overseas countries, where producers are the benefactors of subsidies by foreign governments far-sighted enough to recognize the importance of their film industries not only as a means of revenue but also as both an internal and external social force.

He queried why such industries as oil, airline, railroads, and the farm bloc should receive government assistance while the film industry is ignored. Foreman admired the British self-subsidy system, which has resulted in doubled film production in the last 10 years and has helped all facets of the industry there. Our industry needs this assistance badly, and he hoped that industry leaders would get off their negative and become positive about their efforts to obtain this assistance. Referring to self-subsidy within the industry, he felt that participants may have to face the choice of giving up a penny towards it or take in less pennies at the boxoffice.

He was expected to address the exhibitor conventions and urge a study of the various subsidy systems in use, and if it comes to getting aid from the Government, this should not be discouraged because of potential interference which will never come off because it is un-American. It has never been a factor in the non-Iron Curtain countries where subsidies are in effect. Exhibitors will benefit to the extent of more and better pictures, he felt.

National Film School: With regard to this, Foreman was scheduled to make a number of lectures at colleges and universities to arouse support for his five-year fight on behalf of such a school, which under government subsidy should be attached to the Hollywood studios to develop the creators and craftsmen so necessary for the future. New blood will be needed as some of the veterans step down or are eliminated for other causes. He admitted that old age will be a factor, say 10 years from now. The government will have a vested interest since the armed forces could utilize the school to send trainees to properly learn the art of picture-making to assist them in making training and other films. Exhibitors, again, would benefit from fresh ideas and better pictures, he believed.

"The Victors": Foreman hoped to open his latest film in six cities throughout the world before the end of the year, mentioning New York, the West Coast, London, Stockholm, Copenhagen, and possibly Tokyo. There will be appearances by the stars as well as himself in as many cities as possible.

THE METROPOLITAN SCENE: The Screen Directors International Guild is out with its fifth annual issue of its Directory of Directors listing over five hundred names of top directorial talent in every aspect of the business, as well as assistants, script supervisors, etc. Information for obtaining shooting permits locally is also included. . . . Gold Medal Books out with a paperback edition of "McLintock". . . . Trainers of both male and female tigers were to be admitted free to showings of "Rampage," but no pets. . . . Art exhibits scheduled for the Little Carnegie and 57th Street Normandie. . . . Did you know that the wives of security analysts (like in Wall Street) claim they go to the movies on a monthly basis and that they like comedies best? MGM came up with this gem after researching a screening for the gals of "The Wheeler Dealers." We hope this screening won't count as their monthly movie because this one was for free. . . . Reggie Rea, a great showman from England, was over for a quickie visit, and sorry to say, we missed him. This 80-year-young showman originated many a stunt still talked about today, and he's got all kinds of awards to prove people appreciated his talent.

## TOA (continued from page 6)

Jr., Theatre Confections, Ltd.; Pat O'Malley, Automatic Canteen Company; Thomas J. Deegan, Coca-Cola Company; L. B. Burrows, Eastman Kodak Company; Addison Verrill, Dale Systems, Inc.; and Augie Schmitt, president, NAC, participating.

In the morning there will be a meeting of the legal advisory council, Herman M. Levy, chairman.

Motion Pictures Alexander Corporation, New Orleans, will host the luncheon with Joseph J. Rosenfield, Favorite Theatres, Spokane, Wash., as toastmaster and as guest speakers Rev. Msgr. Little, National Legion of Decency; Carl Foreman, London, England; and Sidney M. Markley, president, ACE Films, Inc.

Pepsi-Cola Company will host dinner and dancing in the Imperial Ballroom B.

"Small Towns Theatres Look Ahead" will be the subject of the meeting on Thursday morning, Oct. 31. Chairman will be D. Arnold Haynes, Naples Theatre, Naples, Fla.; and the panel will comprise Ross Campbell, Wyo Theatre, Sheridan, Wyo.; Melvin Gold, AMPA; J. T. Hitt, Hitt Theatres, Bentonville, Ark.; Virgil O'Dell, Terrace Drive-In, Caldwell, Idaho; and Paul Ricketts, Ricketts Theatres, Ness City, Kansas.

Also on Thursday morning, Robert W. Selig, National General Corporation, Beverly Hills, Cal., will chairman a forum on "How To Oil The Ticket Machine—The Science and Showmanship of Selling." On the panel will be John G. Corbett, Penn-Paramount, Scranton, Pa.; Edward Seguin, Balaban and Katz, Chicago; Ronnie Otwell, Martin Theatres, Columbus, Ga.; M. B. Smith, Commonwealth Theatres, Jack Loeks, Midtown Theatre, Grand Rapids, Mich.; Ernest Emerling, Loew's Theatres, New York.

American International Pictures will host the luncheon with Ted Mann, Mann Theatres, Minneapolis, Minn., toastmaster; and James Nicholson and Samuel Arkoff, AIP toppers; and C. D. Jackson, publisher, Life Magazine, as guest speakers.

The Union Carbide Corporation, Carbon Products Division, will host a reception prior to the president's banquet which will be hosted by the Coca-Cola Company. Toastmaster will be Sumner M. Redstone, Northeast Drive-In Theatre Corporation, Boston, Mass. Angie Dickinson will be crowned "most exciting new star" and Cary Grant "star of the year."

For the ladies, tours of the city and American stock exchanges; a visit to the Design Center; United Nations, with luncheon in the Delegates Room; and a luncheon and fashion show at El Morocco have been scheduled.

## Associated Goes West

LOS ANGELES—Ralph E. Donnelly, general manager, Associated Independent Theatres, came here to open the first of a series of west coast theatres for the chain.

The Granada Hills, located in the heart of the fast growing San Fernando Valley, will seat approximately 800 persons and is expected to open around Oct. 23.

Sam Baker, circuit president, will also be on hand for the opening.

## IATSE Honors Preston

NEW YORK—Robert Preston, star of Paramount's "All the Way Home," was presented with the 50th Anniversary Award of Local 306, International Alliance of Theatrical Stage Employees and Moving Picture Operators of the U.S. and Canada, in recognition of his contributions to motion pictures, the stage and television.

## Col. Declares Dividend

NEW YORK—The board of directors of Columbia Pictures Corporation declared the regular quarterly dividend of \$1.06-1/4 per share on the \$4.25 cumulative preferred stock, payable Nov. 15.

## "None" First For Sinatra

BURBANK, CALIF.—Jack L. Warner announced that "None But The Brave" will be the first of three Sinatra Enterprises pictures under Warner Bros.' new deal with Frank Sinatra.



# New Life For Amusement Page

## NEWSPAPER ADS ON UA TRIO PROVE DRAMATIC ART CAN SELL TICKETS

**D**AY AFTER DAY, month after month, year after year, the motion picture industry continues to compile an impressive lineage record in the country's daily papers, magazines, and other printed media.

Newspapers are very definitely recipients of the largest percentage of the industry's advertising dollars, and a reasonable man might assume that a correspondingly great effort is expended to make amusement pages real works of selling power.

Unfortunately, this is not always the case. The blame must be shared between the paper that doesn't care enough and the ad man that doesn't care enough. Generally speaking, movie pages of daily newspapers are depressingly similar—the same scrambled mess of look-alike, cluttered boxes, all frantically competing for the bewildered eye of the reader.

It was inevitable that someone realize that things were getting out of hand. In this confusing "space race," occasional ad men have realized that the ad which provides relief from the twisted undergrowth of type faces and blurry photos gets the most attention.

These men are responsible for the effective film ad—the ad that fairly leaps off the newspaper page and into the consciousness of the reader. Unhappily, they have been the exception, not the rule.

This is not to say that all film ads were bad. Such a gen-

eralization would be far from the truth. It is truthful, however, to generalize that the average amusement page, except for the giant ads placed by a very few first-run operations, tended to be dull mass of similar small blocks.

It has long been our contention that any real growth in film advertising would have to be measured by the improvement in the smaller ads which are so important to the bulk of the nation's theatres.

That is why it was a decided pleasure in a recent editorial to call attention to the newspaper ads for three United Artists' features, "LILIES OF THE FIELD," "JOHNNY COOL," and "STOLEN HOURS." We said that we felt Fred Goldberg and his capable staff had done a fine job. Now we would like to illustrate just what we meant for those subscribers who may not be entirely familiar with the campaigns.

On this page will be found a little of the material available on "Lilies of the Field." It is hard to see how any newspaper reader can keep himself from responding with a smile to the infectious grin on the face of Sidney Poitier that lights up every ad, even the smallest. Poitier, the joyful nuns, and effective color contrasts make the ads pop.

The ads do full justice to the totally delightful film, which delivers everything the ads promise. After all, isn't that the point of successful advertising? To tell an honest sales story and to tell it well.

**THE WONDERFULLY JOYOUS  
AND FAITH-FILLED STORY  
OF THE RUNAWAY  
CATHOLIC NUNS AND  
THE BAPTIST  
COUNTRY-BOY**

You'll never forget  
Homer Smith and  
his amazing  
adopted "family"  
from behind the  
Berlin Wall!



**Sidney Poitier**  
AS THE FANTASTIC HOMER IN  
RALPH NELSON'S  
**Lilies of the Field**

BEST ACTOR - SIDNEY POITIER  
1963 Berlin Film Festival  
Protestant Interfilm Prize  
Roman Catholic Film Organizations  
Special Award

### ~~~~~ *Lilies of the Field* ~~~~~

LEFT—Laughing face of Poitier and joyous response of the nuns key the art for the entire campaign. Bold contrasting of colors and liberal use of white space create uncluttered, simple, and dramatic advertisement. RIGHT—Still of Poitier can form basis for many original ads. BELOW—Even the smaller ads have been carefully laid out for maximum impact.




**Sidney Poitier**  
BEST ACTOR - SIDNEY POITIER  
1963 Berlin Film Festival

RALPH NELSON'S  
**Lilies of the Field**  
Released thru UNITED ARTISTS



# JOHNNY COOL

**ACTION AND VIOLENCE**—these are the features that the advertising for "JOHNNY COOL" must portray. Seldom have newspaper ads done so much to get that message across than do those UA has prepared for this feature.

Consider the provocative Question-Answer ads, wherein each of the main characters is portrayed in a harsh black bordered photo box and answers the question, "What do you know about Johnny Cool?"

These clever ads can be used in a variety of ways, as teasers, as regular newspaper copy, or even as dramatic door panels for theatre use. Study the sweep and action inherent in the other ads. Note the way portrait art is combined with silhouette art to hint at Johnny Cool in action as a "Murder Machine."

This is a hard-hitting film, and the ads hit just as hard. Talent, imagination, and hard work have gone into the creation of both the picture and the campaign, and that is a hard combination to beat.

Again, the point to be stressed is that ef-

fective copy is available no matter what size ad is required. This is a campaign that is not designed to fizzle out after the initial impact of the large ads is dissipated. If the picture shows the legs at the boxoffice to holdover, the advertising will have the same kind of staying power, even when the smallest ad is used.

Contrast and white space, dramatic art and copy that sells, these are the elements of a successful advertisement. "Johnny Cool" has this in full measure.

What does a theatremen ask of a newspaper ad? Primarily, he is wondering if it will get lost when put up against all the other pieces that go together to make up an amusement page. That is why the ad that looks wonderful by itself is not necessarily the most effective one. Can it fight off the ads that surround it in the battle for the readers attention?" Well, these ads can. The reader will see them, of that you can be sure.

Study these ads and we think you'll agree. This is an exciting, fresh, and imaginative approach to film advertising, and it is about time, too.



**Q.** WHAT DO YOU KNOW ABOUT JOHNNY COOL?

**A.** I know a great deal about Johnny Cool... Maybe more than all the others.

I know that he is a killer. I know who he killed, I know how he kills, I know everything about Johnny Cool... But yet I know nothing like who turned him into a murder machine and why, why does he kill.

I know all these terrible things about him. Yet I love him even though I know very well that it is just as easy for him to kill me as it is to kiss me.

—THE GIRL



ABOVE—Unusual graphic device consisting of two black boxes of the same size form basis for teaser-type of Q-A ad, repeated for each major character in the film. BELOW—Portraits in stark relief and silhouette illustrations emphasize the action and violence in "Johnny Cool."

RIGHT—Theme of larger ad is repeated in imaginative style in smaller art. Bold contrasts and stand-out copy pack punch. BELOW—Other advertising accessories reflect the same fresh approach to illustration and copy usage.



Starring  
**HENRY SILVA / ELIZABETH MONTGOMERY**



Starring  
**HENRY SILVA / ELIZABETH MONTGOMERY**



# Stolen Hours

"STOLEN HOURS" is a powerful drama, and the newspaper ads for the feature, some of which are reproduced on this page, are dramatically powerful and deceptively simple. Again, it is the stark contrasts of light and dark that are responsible for much of their effectiveness. They sell!

We invite your attention particularly to the large ad at the right. Note the almost three-dimensional effect of the figures in the main illustration. This is using still art for maximum impact. The rich blacks coupled with the uncluttered simplicity of the makeup and the effective use of white space make for the kind of advertising that sells because it is noticed, no matter what other elements it must battle on the newspaper page.

The smaller ads as well are illustrated with the kind of art that will not blur or get lost. The great majority of theatres will use these ads exclusively, and exhibitors will be happy to see that they are strong by themselves, instead of merely reductions of larger ads.

This kind of advertising ammunition is more important today than ever before as the theatremen fight for his share of the entertainment dollar against competition which grows ever more fierce.

United Artists is providing that ammunition, and not just on one or two features. The three films covered on these pages are an indication that we can expect a lot more of the same sort of advertising quality. Every theatremen should be grateful.

THE MIRISCH COMPANY AND BARBICAN FILMS  
PRESENT  
**SUSAN HAYWARD** in  
**"STOLEN HOURS"**



CASTING BY  
**MICHAEL CRAIG · DIANE BAKER · EDWARD JUDD**

ABOVE—Here is the same art seen in smaller version below with the addition of illustrations as well. Note the highly dramatic effect created by the perspective in the photo.

"You're not the kind to run away... just because I told you the truth!"

"I can't believe it... not Laura... not my sister!"

"We're alike, Laura—we both want to grab as much of life as we can lay our hands on!"

WHEN IT COMES TO LOVE...WHERE DOES A DOCTOR DRAW THE LINE BETWEEN PATIENT AND WOMAN?



THE MIRISCH COMPANY AND BARBICAN FILMS PRESENT  
**SUSAN HAYWARD** in **"STOLEN HOURS"**  
RELEASED THRU UNITED ARTISTS  
**COLOR BY DE LUXE**  
THEATRE

LEFT—Small but quite effective transfer of elements from large to smaller ad is characteristic of approach to entire campaign.

RIGHT — Tendency of all small ads to look the same is dodged by imaginative blending of artwork and copy. Regardless of his requirements, the exhibitor will be sure to find what he needs in this campaign.

THEY SAY SHE USES MEN LIKE PEP-UP PILLS!

THE MIRISCH COMPANY AND BARBICAN FILMS PRESENT  
**SUSAN HAYWARD** in **"STOLEN HOURS"**  
**COLOR BY DE LUXE**  
Released thru UNITED ARTISTS  
THEATRE



THE MIRISCH COMPANY AND BARBICAN FILMS PRESENT  
**SUSAN HAYWARD** in **"STOLEN HOURS"**  
**COLOR BY DE LUXE** RELEASED THRU UNITED ARTISTS





## ALBANY

Ted Strongin, film reviewer and also arts editor, Knickerbocker News, left to affiliate with the New York Times as a music critic. Daniel J. Cusick, from Detroit, succeeded him. The Albany League of Arts tendered a dinner of appreciation to Strongin, which was attended by the newcomer. . . . Plattsburgh Drive-In, Plattsburgh, closing for the season, extended "thanks" to patrons via newspaper ads and also extended a "See you next season" reminder. . . . Record cold for this time of year hurt business of drive-ins remaining open. . . . Michael S. Artist, promotion director for Stanley Warner's television station WAST, participated in a panel discussion on "Children and TV" at Loudonville Grade School under sponsorship of Albany and Rensselaer County Home Demonstration Departments. . . . Perry Samuels, general manager for Schine owned WPTR, was among those nominated for the Tent Nine Variety Club crew. . . . Seymour L. Morris public relations man for Schine Enterprises, acted as spokesman for Schine in a strike of union employees at Schine-Ten Eyck Hotel. . . . Arthur J. Newman, manager of the old Republic branch, and now operating a film sales business from his home, is fully recovered from an operation which confined him to Albany Medical Center for a month. . . . Harry Rogovin, Columbia's eastern division head, accompanied branch manager Herb Schwartz to Kallet Theatres home offices at Oneida. . . . MGM will still maintain the largest distributing office here when it moves to the RTA Building, 991 Broadway. . . . Stanley Warner Theatres won praise for "public service" in donating the Ritz and two films for an evening theatre party marking the formal launching of annual Community Chest-Red Cross Drive. In Troy, the SW Troy was the scene of a somewhat similar party to kickoff the United Drive. . . . Fabian's Palace was used for a morning meeting of the eastern zone, New York State Teachers Association attended by some 2800 persons. . . . Variety Club will hold elections Oct. 22.



Edith Head, seven-time Academy Award winning costume designer for Paramount Pictures, recently received an official welcome to Miami, Fla., from Commissioner Joseph Dumond and Harry Botwick, southwestern regional supervisor, Florida State Theatres. She was in to publicize "A New Kind Of Love."

## BOSTON

United Artists executives and Boston Cinema Theatre officials have set Nov. 19 as the opening date of "Mad, Mad, Mad, Mad World." Meeting to arrange details were Burton Topal, UA branch manager; Gerry Servant, managing director, Boston Theatre; James Tibbetts, theatre manager; Joseph Mansfield, UA New England publicity director; Joseph DeCarlo, theatre group sales representative. . . . Ben Sack has inaugurated a "family plan" for "Cleopatra" at the Music Hall. If children are accompanied by an adult, a reduced price is charged for the child. . . . George Kraska, vet film publicist, who just recently returned from Moscow where he represented Joseph E. Levine at the film festival, planning to write "Memoirs of a Boston Showman." Kraska brought the first foreign films to Boston at the old Fine Arts Theatre. . . . Davis Film Distributors, Boston based company of Davis brothers, Mel and Stan, acquired "Passion Holiday" for international distribution, and opened it in its world premiere at the Pilgrim. . . . John Hubley, three-time Academy Award winning film animator, has been appointed visiting lecturer on light and communications at Harvard University.

## BUFFALO

Charles Funk, former manager, Century, and now supervising executive of the United Artists and Skouras theatre circuits, was in town and expressed his concern that his subscription plan for a stage show series should succeed to a point indicating that Buffalo is anxious to rejoin other key cities as a hinterland theatrical capital. "Indications thus far are discouraging," said Funk. The series of six shows are offered as a package at a 10 per cent reduction from box-office prices of plays and musicals booked separately when they arrive. "We wouldn't dream of expecting the series to sell out," said Funk, "but we do need a show of Buffalo's interest in what we're doing, comparable to other cities. We seek this assurance for future planning." The busy Funk also is involved in promotion of a special Italian film, "Angel in a Taxi," starring Vittorio de Sica in three roles, whose rights are owned by his company. The U. S. premiere of the comedy occurs in the Century, Nov. 13. . . . Frank Arena, city manager, Loew-Shea theatres, in an interview with Bob Sokolsky, Courier-Express, said he is not overly concerned by the first-run showings of pictures

in community houses and looks for a trend back to downtown. He said his company has no intention whatever of abandoning its two Main street properties, the Buffalo and the Teck.

## CHARLOTTE

The new Twin Cinema on Independence Boulevard at Charlotte will open under the management of Bernie Palmer. Palmer has been in the exhibition field for 28 years and came to Charlotte from Paducah, Ky. He said plans call for operating both sides of the house with a flexible policy that will permit showing one motion picture in both auditoriums, or showing two different films. The theatre will be Charlotte's and North Carolina's first twin house. One auditorium will have about 1,000 seats and the other 600 seats. The theatre, to be operated by General Drive-In Corp., Boston, represents an investment of about \$1 million and is an indoor operation. . . . A contract has been awarded at Charlotte for the construction of the Park Terrace Theatre, which, it was said, has been planned as "the most elegant motion picture theatre in the south." The house will be at the Park Road Shopping Center and will cost more than a half million dollars. It will seat about 1,000 persons and will be operated by the Wilby-Kincy Theatres, which also operates the Carolina, Imperial, and Dilworth at Charlotte. Completion is expected in early 1964. Features of the theatre will be an unusual and large lobby, giving the impression of an open garden, a richly draped auditorium, luxurious seats and carpeting. The house will have a glass, two-story front opening into the lobby. Evergreens and foliage will be planted on a skylight over the lobby to heighten the outdoor effect and an open stairway with a cantilevered balcony will lead to the manager's office and equipment room. A curved screen will cover the entire rear wall at the stage. Equipment for showing all types of pictures, including those filmed in the 70 millimeter process, and a stereophonic sound system will be installed.

## CHICAGO

Mayor Richard J. Daley was given tentative approval for construction of a 920-foot observation tower at the lakeside end of Navy Pier. The tower would be 150 feet in diameter at the base, tapering to 51 feet at the 700 foot level. It would be the tallest observation tower in the world. Above the 700 foot level would be four observation levels containing a 1,500 seat revolving theatre and a restaurant. Plans are also being considered to link the tower with Michigan Ave. by a monorail system. Use of the Navy Pier site for the \$12,000,000 project was suggested to the developers, the Chicago Sky Tower Corp., by the mayor himself. If plans for the tower are ultimately approved, the project would be completed by 1965. . . . Stanley Kramer's "It's a Mad, Mad, Mad, Mad World" will open at the McVickers on Nov. 17, as a reserved seat attraction. . . . Gourmet Cheks, Inc., is offering the fourth edition of the Gourmet Plan for a membership fee of \$15 for 1963-64. The membership gives these benefits: pay for one dinner and receive the other free; and pay for one theatre admission and receive the other free. The 25 theaters participating include Bellvue Drive-In, Peoria; Carnegie; Commodore; Deluxe Drive-In, La Porte; Dorchester Music Hall, Dolton; Dunes Drive-In, East Gary; 53 Drive-In, Palatine; Globe; Lincolnwood, Lincoln-

The  
finest  
carbons  
ever  
made...



PROJECTOR  
CARBONS



wood; Loop; Point Loomis, Point Loomis, Wisc.; Randhurst, Mount Prespect; Skyline Drive-In, McHenry; Rockne; Theatre First, Inc.; Town; Starlight; Drive-In; Studio; Waukegan Drive-In, Waukegan; World Playhouse; Chicago Indoor Polo League; DelPrado Health Club; The Happy Medium; and Imperial Room, DelPrado. . . . Theatre amusement tax for August was \$31,487, which was \$10,000 more than the tax collection for July.

## CINCINNATI

Variety Tent Three held open house in its new quarters in the Vernon Manor, 400 Oak st. with chief barker William B. Shane and board members extending the hospitalities. Members, who have been without club-room facilities for some months, are delighted with the commodious room with its adjacent office on the ground floor of the hotel. The decor, executed in shades of plum, gold, and white with blue accents will form a gay background for the social events expected to be underway within a few weeks. . . . Jack Zide, A-I franchise holder and Lou Marks, MGM central division sales manager, were recent Film Row guests. . . . The Dorsey, Johnstown, O., after operating for 34 years, has been closed. Marion Dorsey built the theatre which was opened in 1929, and during the years has been in operation under family management. . . . William Lubiel, a staff member of the Chakeres Circuit, Springfield, O., for a number of years, died after a long illness. Managers Phil Fox, Columbia, and William A. Meier, Paramount, were among the number of film personalities attending the funeral. . . . S. Stockton, MGM manager of branch operations, and R. C. McNabb, 20th-Fox eastern division manager, were Film Row guests. . . . Chakeres Circuit is booking and buying for the Ames, Dayton, O.

## DALLAS

The Interstate Theatre Circuit has announced that it will dedicate the next quarter to its ruling triumvirate, John Adams, executive vice-president; Raymond Willie, vice-president in charge of Interstate Theatres; and W. E. Mitchell, vice-president in charge of Texas Consolidated Theatres, a wing of Interstate. . . . Producer-director Otto Preminger is scheduled to be in Dallas on Nov. 20 as part of an exploitation tour to promote his latest motion picture, "The Cardinal." . . . Albert Flores, formerly booker at United Artists, is now with the Sack Amusement Co. Flores started with Alfred and Lester Sack when they had their office in San Antonio. . . . "How the West Was Won" ended a successful eight month run at the Capri. It gave way for a brief return to just wide-screen productions until the next Cinerama film, "It's a Mad, Mad, Mad, Mad World" makes it local appearance in late December. The Capri closed for one day for the installation of the smaller screen to reopen with a week's engagement of "The Running Man." . . . James Stewart is scheduled to arrive here on Nov. 4 and then take a special plane to Abilene, Tex., where the world premiere of "Take Her, She's Mine" will be held on Nov. 6. Stewart will return here on Nov. 6 to make a personal appearance on the stage of the Palace in conjunction with the showing of the film and then that evening make a similar appearance in Forth Worth, Tex. . . . An estimated \$550 in cash was taken from the safe of the Rialto at Denison, Tex., according to Bill Samuel, manager. . . .

Corky Guthrie has resumed operation of the Rogue, indoor, and the Mustang Drive-In, Wheeler, Tex., taking over from Charles Townsend, who also has the Palace and Canadian at Canadian, Tex. Guthrie said that Bill Pearce will take over the operation of the Wheeler theatres in the near future. . . . Leon Abrahams has left the hospital here following major surgery. He is booking manager of the J. G. Long Theatre of Bay City, Tex., with offices in Dallas. . . . Mary Helen Hartnett, booker for the 20th-Fox film exchange became the bride of Damion Cook in Grand Prairie, Tex. . . . Fred Beiersdorf, manager, Dal-Art film exchange, has returned to his desk on a part time basis after an extended illness. . . . Betty Gibbs has taken over duties as cashier at the American International Pictures exchange here replacing Karen Dunn. Miss Gibbs was formerly associated with Universal and Metro-Goldwyn-Mayer.

## DES MOINES

Art Thiele, Iowa Theatre Supply Company, is reported recovering in Des Moines General Hospital. . . . Frank Scott, owner, Gem, Merville, Ia., is planning to retire soon. Scott has operated the Gem since 1948. The theatre will be sold. . . . The long-closed Croft, Bancroft, Ia., has been reopened by students of the St. John's High School operating it as the YCS Theatre with shows on Friday, Saturday, and Sunday. The high school students redecorated the house for the opening held recently.

## MEMPHIS

Leon Rountree, North Mississippi Amusement Co., Holly Springs, Miss., and a past president of TOA of Tenn.-Miss.-Ark., took issue with Edwin Howard, Press-Scimitar amusements editor, who wrote the tradition of the Saturday matinee is passing. . . . "The Film Takes a Stand" is a new discussion series at the Adult Education Center at Southwestern College. Participants discuss films which take a stand on some important

issue or problem. . . . Local WOMPI members took part in the screen actors' project to aid respiratory ailments. . . . The entire Memphis and Shelby County Board of Censors recently viewed "L-Shaped Room," and it won approval for showing in Memphis. . . . Closings include Tipton Theatre, operated by C. W. Tipton, Monette, Ark.; Autoscope Drive-In, La Center, Ky.; and Sunset Drive-In, Calvert City, Ky. . . . Carl Dozier has resumed operation of Gem, Charleston, Ark.

## NEW HAVEN-HARTFORD

Ray McNamara, resident manager for New England Theatres, Inc. (AB-PT), reports an encouraging audience response to newly-instituted 15-cent discount plan in effect for patrons of the Allyn, Hartford, at the nearby Trumbull Parking Plaza. To cross-plug the gesture, the theatre is providing ample advertising mentions for the parking plaza. . . . Ellis Gordon, president of Gordon Films, states-rights distributors, conferred with Ernie Grecula, general manager of Connecticut Cinema, Inc., operators of the first-run Art Cinema, Hartford. . . . James A. Bracken, Stanley Warner's assistant zone manager, huddled with Gerald Bouchard, Strand, Hartford. . . . A. M. Schuman, president, Park St. Investment Company, owners and operators of the Central and Lyric Theatres, has been visiting Hartford from his permanent Daytona Beach, Fla., home. . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, completed a swing of northern Connecticut properties. . . . Franklin E. Ferguson, lessee of the 900-seat Rivoli, Hartford, has assumed booking responsibilities for the 850-seat Webster, Hartford. Both theatres are owned by Shulman Theatres. Ferguson's initial Webster action was to slot Hartford premiere, day-and-date, with the Smith Management Company's 2,070-car capacity Meadows Drive-In, of A-I's "X-The Man With the X-Ray Eyes," for late October, marking first time in history of the subsequent-run Webster that first-run product has been secured. The Webster is to continue under Shulman operating banner, with Ann Lamo as house man-

## Let's Go

MOTION PICTURE THEATRE OWNERS OF  
ARKANSAS, TENNESSEE, MISSISSIPPI!

## 54th Annual Convention

to be held at

**CHISCA PLAZA HOTEL, Memphis, Tenn.**

**Tuesday-Wednesday, Nov. 12-13, 1963**

- Meet old friends
- Nationally known speakers
- Advertising and special forums
- Make new friends
- Production news
- Activities for the ladies

Make Your Reservations NOW Directly to Chisca Plaza Hotel.  
For any further information, contact:  
MR. BRUCE YOUNG, SAENGER THEATRE, PINE BLUFF, ARK.



ager. . . . Henry Sutherland Denlinger, 62, one-time screen writer and veteran newspaperman, died at his Weston, Conn., home of a heart attack. He wrote in Hollywood from 1920 to 1930, when he joined the New York World-Telegram. He later served as war editor of the newspaper PM, in New York. . . . Thomas V. Kenure, 58, veteran projectionist at American Theatre Corporation's Capitol, New London, died suddenly at the theatre. The medical examiner reported that death was due to natural causes.

## NEW ORLEANS

Mrs. Nell Renfro suspended operations at her Ren Drive-In for repairs. . . . J. S. Wingate closed the Gaylee Drive-In, DeQuincy, La., for the season. . . . Ray T. Allen announced the opening of his new 67 Drive-In,

Texarkana, Ark. . . . Gulf States Theatres closed the Sunset Drive-In, Shreveport, La., for the winter. . . . Mrs. Anna Sinopoli, Universal booker, had two of her family bedded at Touro Infirmary, her husband, Vincent, and her sister. . . . Charles Ost, Universal sales manager, attended the company's sales meeting in New York. . . . Mrs. Georgia Bruno, F. F. Goodrow exchange's "Girl Friday," is back home from Montelepre Hospital recuperating from surgery. . . . Bernard Woolner, president, Woolner Pictures, Inc., is on an extended trip to Europe. . . . MGM exchangeites are now ensconced in their new quarters in the Miles Building, 2025 Canal Street. . . . Sidney Cospolich has returned to the manager's post at United Theatres' Clabon after an absence of two years. . . . Local WOMPI members assisted the Tuberculosis Association at their headquarters stuffing envelopes with Christmas Seals. . . . Sympathy is extended to the Frank Lais, Jr., and Lewis J. Dugas families on the death of Frank Lais, Sr., 75, father of Mrs. Dugas and the younger Lais. The Lais, Jrs., and the Dugas's are associated with Mrs. Billy Wright and family in the ownership of the Lakeview and Fox Theatres. Also, to Mrs. Agnes Schindler, Masterpiece Pictures staffer, on the death of her sister. And, to Mrs. Shirley Singer, Film Inspection Service, mother of Lester K. Singer, who drowned in the Mississippi River when he accidentally fell off a moving barge. . . . Arthur Barnett, Theatre Service representative has taken over the buying and booking for Ad Orkin's Capri Art Theatre, Jackson, Miss. . . . Henry Hammond, Allied Artists salesman in Memphis, Tenn., was in working at the local exchange. . . . Mildred Lindsay, formerly with Allied Artists, was back working there as assistant to Elsie Bittel while office manager-booker Earl Schroeder was on vacation. . . . Thelma France, Universal inspectress, is home recuperating from eye surgery.

## PHILADELPHIA

Variety Club Tent 13 will hold a Hallowe'en masked dance in the clubrooms on Saturday evening, Nov. 2. . . . Dave Rubin, Studio manager, was struck by an automobile at Broad and Callowhill Streets and was treated at Hahnemann Hospital. . . . Condolences to Edwin J. Carlin, Warner Bros. booker, on the death of his wife. . . . Sheldon Tromberg, president, Boxoffice Attractions, Inc., announced the American premiere of "Playgirls International" at 10 local theatres starting Nov. 6.

## PORTLAND

With MGM's "Hootenanny Hoot" on the screen, the Orpheum here staged a Hootenanny of its own. The contest brought six folk singing amateur groups to the stage with KISN-radio personality Bob Adkins as judge. Rex Hopkins, Evergreen Theatre district manager, was master of ceremonies, and the publicized event packed the theatre to the gallery. First prize, appropriately enough, was a week's engagement at a nightclub named The Hootenanny. . . . Northwest district manager for Herbert Rosener Co., San Francisco, is Charles Birchard, formerly with Columbia Pictures here for 13 years. Birchard has been with the Rosener staff in San Francisco for the past year and a half. . . . Sell out here at The Auditorium was The Smothers Brothers, folk-singing satirists.

## SAN ANTONIO

The Landing, local Dixieland music night club, is featuring three silent motion picture films each weekday night. Free popcorn is being served. Typical of the films being shown is "Knight in a Harem," a Mack Sennett spoof starring Ben Turpin. . . . James Stewart is scheduled to appear in San Antonio on Nov. 7 in conjunction with the showing of "Take Her, She's Mine." The premier showing will be held in Abilene, Tex., on Nov. 5, and Stewart will make a number of appearances following. . . . Jack Chalman, city publicity director for the Interstate Theatre Circuit, celebrated his 43rd year in show business. He began his career at the age of 13 as an usher in the second balcony of the Rialto in Atlanta. . . . Ignacio Torres, manager, Alameda, has made arrangements for the origination of two television shows from the stage of the Alameda each week. The telecasts are being made live over KWEX-TV. On Friday, from 7:30 to 8 p.m. is the new Coca-Cola series, "Ritmo Y Juventud," the Mexican Bandstand, with Rudy Gonzales and the Reno Bops. On Sunday from 6 to 7 p.m., the Pioneer's Amateur Hour with Jorge Sareli is televised. . . . The Jewish Community Center will present "Adventure Theatre" each Sunday beginning Oct. 20. This is a series of adventure films with the fee 25 cents per person or \$1.50 for all eight weeks. Each week, in addition to the feature film, there will be two episodes of "Captain Video" and a color cartoon. The films include "Tales of Robin Hood," Walt Disney's "Bear Country," "Bomba and the Lost Valcano," Durango Kid in "Phantom Valley," Jungle Jim on "Pygmy Island," Durango Kid vs "Whirlwind Raiders," "Bomba, the Jungle Boy," and Durango Kid in "West of Sonora," plus the start of "The Adventures of Sir Galahad." . . . L. A. Noret and E. R. Ray reopened the XIT Drive-In, Hale Center, Tex. The new owners have renamed the drive-in the El Ray, and are featuring Spanish language films. . . . The Lou Walters Sales and Service Co., Dallas, has installed a Hurley screen, projection equipment, mechanisms, sound heads, and bases at the Cove, Copperas Cove, Tex. . . . Russell Barron, operator, San Antonio Independent Theatre Supply Co., has sold and delivered two "Troupers" spotlights and two "Troupettes" to the Stage Hands Union, Local 76, IATSE. They plan to use the spotlights for traveling shows as well as rent the equipment out to those needing it, a new service by the organization. . . . C. D. Leon, head, Leon Circuit, has announced the start of construction of a new 1,000 car drive-in at Garland, Tex.

## ST. LOUIS

WOMPIs held their monthly meeting at the Paramount Pep Club. This was a special membership meeting, and they entertained prospective members. . . . In Elkhart, Ill., the Hope Theatre is slated to reopen soon. Luther McMurray, who ran it before it was closed, is opening it again. . . . Charlotte Murphy, Columbia, was married to Don Klinger. She was surprised by two showers. The girls from her office gave her an engagement shower, and WOMPIs came by with a surprise shower. . . . The Kay Drive-In, Shelbyville, Ill., closed Oct. 26 for the season and the Frisina Circuit opens its indoor house, the Roxy, the following day. . . . Herman Gorelick and George Cohn, Crest Films, attended the MGM meeting for independent distributors in New York City. They also called on other distributors they handle.

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia, Pa. 19130  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200

David E.

# BRODSKY

Associates

**THEATRICAL INTERIOR DECORATOR**  
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.  
**PAINTING • DRAPERIES • MURALS**  
**STAGE SETTINGS • WALL COVERINGS**

## PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.

240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance



# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which  
Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICE** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO OCTOBER 23, 1963  
VOL. 70, No. 16

## BUENA VISTA

### The Incredible Journey

MELODRAMA  
80M.

Buena Vista  
(Technicolor)

ESTIMATE: Interesting Disney presentation.

CAST: Emile Genest, John Drainie, Tommy Tweed, Sandra Scott, Syme Jago, Marion Finlayson, Ronald Cohoon, Robert Christie; featuring Bodger, the bull terrier; Tao, the Siamese cat; Luath, the Labrador retriever. A Walt Disney Presentation; co-producer, James Algar; directed by Fletcher Markle.

STORY: Professor John Drainie gets a chance to go abroad and take his family along on a summer teaching assignment, but they have a problem—what to do with their trio of pets, a bull terrier, a Siamese cat, and a Labrador retriever, until friend Emile Genest, a bachelor, offers to take them in his cabin some 200 miles away. They are obedient and agreeable during their stay, but also a bit homesick. One day, Genest goes off duck hunting, leaving them to await the arrival of his housekeeper. The animals figure they have been abandoned and decide to set out for their own home. The housekeeper assumes Genest took them along. Enroute, they encounter a number of hazards, both natural and animal, and they try to help each other. When separated, they regroup using their natural instinct. They accept human help when they can get it, and sometimes they are forced to fight for their lives. When Genest returns, he sets up an alarm for the missing trio, but they are seemingly lost. He goes to meet the Drainie Family, which is shocked and hurt at the loss, especially the youngsters. All sorrow turns to joy as the animals finally make journey's end, and a big reunion is the result.

X-RAY: Well done is this entry in all departments—human, animal, and technical. The film should prove an entertaining and rewarding one by Walt Disney standards, with the result being appreciated by both young and old. It's colorfully and expertly photographed, and the direction and production are good. Performances are natural and convincing. James Algar wrote the screenplay based on the book by Sheila Burnford.

AD LINES: "One of Walt Disney's Outstanding Thrillers"; "A Wonderful Adventure For Young And Old Alike."

## COLUMBIA

### The Cardinal

DRAMA  
175M.

Columbia  
(Technicolor)  
Panavision)

ESTIMATE: High rating drama is gratifying on all counts.

CAST: Tom Tryon, Romy Schneider, Carol Lynley, Jill Haworth, Raf Vallone, John Saxon, Josef Meinrad, Burgess Meredith, Ossie Davis, Dorothy Gish, Tullio Carminati, Maggie McNamara, Bill Hayes, Cecil Kellaway, John Huston, Bobby Morse and his Adora-Belles, Murray Hamilton, Patrick O'Neal, Loring Smith, Jose Duval, Peter Weck, Rudolph Forster, Chill Wills. Produced and directed by Otto Preminger.

STORY: Tom Tryon is ordained as a Roman Catholic priest in 1917 after having studied in Rome, where he has become quite friendly with Cardinal Raf Vallone, his teacher. Vallone makes him a present of a Cardinal's ring belonging to his late brother, which he hopes someday Tryon will wear. Returning to his home in Boston, Tryon finds that his family has some problems since his sister Carol Lynley is in love with John Saxton, a Jew. Tryon promises to try and convert him to the Catholic faith. He is assigned to assist parish priest Cecil Kellaway, who is firm in his money-raising methods, which troubles Tryon, who also gets into trouble with head of the Boston diocese, John Huston, by writing a book he hopes to have published. Huston relegates him to the poorest parish in the state. He is unsuccessful with Saxon, and his immaturity drives Lynley from the church. He learns a lesson in humility from his parish associate, Burgess Meredith, who conceals his serious illness to devote himself to his parishoners. Feeling that Tryon has learned a valuable lesson, Huston appoints him his secretary after Meredith dies. Tryon learns that Saxon has gone off to war, and Lynley has run away from home to join in a Spanish dance act. When he finds her, he learns that she is to have a child, but the doctors must decide whether to save the child or the mother. Church rules forbid his ordering the death of the infant so Lynley dies and the child lives. The experience causes him to doubt his vocation, and though offered a post at the Vatican, he instead asks for a leave of absence to find himself. In civilian clothes, though still bound by his vows, he goes to Vienna to teach English. He meets and falls in love with Romy Schneider, a student. She tries to win him away from the church, but his devotion to religion proves stronger than his love for her. He returns to Rome more secure than ever in his faith. As an adviser on American affairs, he hears the problems of Negro priest Ossie Davis, who has traveled to the Vatican to seek aid for his parish. His church has been burned by the Ku Klux Klan in an outbreak of prejudice. Tryon goes to Georgia to try and right matters and see the church rebuilt but is beaten. The arsonists are convicted, and Tryon is promoted to the rank of Bishop. Hitler's invasion of Austria causes the Vatican to send Tryon on a special diplomatic mission to ask Cardinal Josef Meinrad not to support the Hitler movement. Meinrad has accepted it as part of the country's evolution and believes the promises made by Hitler. Tryon also meets Schneider again. She is married to a man of Jewish descent. The latter commits suicide when the Gestapo arrives to arrest him. She accepts sanctuary in the church. When Hitler repudiates his promises to the Cardinal, the latter sees how wrong he has been and urges mem-

bers of the faith not to bow to the invader. Schneider is arrested and informs Tryon that she has loved him all along. He advises her to try and clear herself. He returns to Rome and on the eve of World War II, he is appointed a Cardinal as his family watches.

X-RAY: Here is a provocative, intriguing, and highly interesting film that presents religion under a bright and revealing light while not surrendering dramatic impact or entertainment values. It forcibly demonstrates that different people accept religious beliefs and doctrines in a variety of ways; that lives are affected and changed through its influence, and yet it's not the whole answer for everyone. Great performances, outstanding direction, and fine production values have been incorporated here, and the result is a film that will attract much attention, be responsible for much conversation and discussion, and draw in impressive fashion at the boxoffice. It's a superior release that is deserving of wide playoff. The screenplay is by Robert Dozier, based on the well-known novel by Henry Morton Robinson. If one is to be singled out over the others in the cast, then it should certainly be Tryon, who is admirable in the lead, lending dignity, warmth, and conviction to the role of the parish priest who makes good. He receives wonderful backing from the others and that includes everyone.

TIPS ON BIDDING: Higher rates.

AD LINES: "A Great Novel Has Been Turned Into A Wonderful Film"; "An Outstanding Film That Will Be Talked About For Years."

### Maniac

MELODRAMA  
86M.

Columbia  
(English-made)

ESTIMATE: Interesting mystery meller.

CAST: Kerwin Mathews, Nadia Gray, Donald Houston, Liliane Brousse, George Pastell, Arnold Diamond, Norman Bird, Justine Lord, Jerold Wells. Written and produced by Jimmy Sangster; directed by Michael Carreras.

STORY: When teen-ager Liliane Brousse is brutally assaulted and raped while on the way home from school in France's countryside, her father, Donald Houston, in a fit of rage and insanity, kills the attacker, using his oxy-acetylene torch. He is found insane and sentenced to a criminal asylum for the rest of his life. Four years later, Brousse is assisting her attractive step-mother, Nadia Gray, in the operation of a bar and hotel. Young American artist Kerwin Mathews arrives and asks for a room to get away from his wealthy American girl friend. Gray agrees, finding him attractive. As the days pass, it is obvious that both Brousse and Gray are in love with Mathews, with Gray winning his time day and night. Gray has been visiting her husband on a regular basis, and she informs Mathews that he seems quite sane. Since Mathews wants to marry her, she plans for her husband to escape with the aid of a male nurse. They are to help him go abroad with Brousse at which time he will set her free so that she can marry Mathews. Brousse agrees to join her father in the plan. On a dark night, Gray and Mathews wait for him to come over the wall and return to the car to



find him in dark glasses awaiting them. They drop him off at the docks. The next day, after a visit from the police, they discover the body of a man in a white coat in the trunk of the car. They assume that it is the male nurse. They realize the escapee must still be insane and try to get rid of the body. When both women are away, the escaped man attacks Mathews and plans on leaving the charred bodies of the male nurse and Mathews for the police to discover. They will then close the case, thinking they are the remains of the inmate and the male nurse. The police inform Gray that one of the men is barely alive in the hospital. Thinking it could be Mathews, she shows up and tries to kill him. It turns out that the man in the white coat was her husband and that she and the male nurse were having an affair. They planned to go away together. The police are suspicious and persuade Mathews to work with them. Gray arranges for Brousse to be killed also, but she pushes her assailant off a cliff as the police close in on Gray. Mathews and Brousse are left together.

**X-RAY:** Interest is pretty well maintained throughout this mystery melodrama, and the masquerade is capably accomplished. The cast is versatile, and direction and production are good, with the French countryside proving a good background for the suspenseful yarn. It should do well as part of the show, being sent out as part of a horror package with "The Old Dark House."

**AD LINES:** "A Suspense-Packed Mystery Chiller With A Number Of Surprise Twists"; "An Insane Murderer On The Loose Makes For Chilling Entertainment."

## The Old Dark House

COMEDY-MELODRAMA  
86M.

Columbia  
(Filmed in England)

**ESTIMATE:** Amusing comedy shocker.

**CAST:** Tom Poston, Robert Morley, Janette Scott, Joyce Grenfell, Peter Bull, Mervyn Johns, Fenella Fielding, Danny Green. Produced and directed by William Castle.

**STORY:** Tom Poston, an American car salesman, has spent a short period in London when he is asked by acquaintance Peter Bull to deliver a new car to the ancestral home in the country. Arriving there in a storm, the car is wrecked, and Poston finds Bull dead. The latter's uncle, Mervyn Johns, who has been building an ark in anticipation of another great flood, introduces him to the dead man's cousins, Janette Scott and Fenella Fielding, who are both attracted to Poston. Meeting family head Robert Morley, he learns that the family fortunes have been willed to the house, with members of the family entitled to share equally in the legacy as long as the castle stands and they return to it before midnight each evening. His presence is resented, and several attempts are made on his life, with Fielding's father, Danny Green, attempting assault because he is jealous of her suitors. Members of the family are slain as well until only the two girls, Johns, and Green remain. Scott admits she is responsible, wanting to destroy the house and get the fortune for herself. She runs outside to await the destruction of the castle while the others are trapped in it. Poston realizes that the many clocks in the castle are wired for dynamite explosions. He renders them all harmless except for one, which he has to hurl from the castle. This one lands near Scott destroying her. Marriage between Poston and Fielding seems in the offing with Green giving his menacing approval. Poston has some last minute qualms and tries to get out, but the house and a trap door won't let him get away.

**X-RAY:** There are enough gags and gimmicks in the horror and murder department to satisfy fans who would like a little mirth with their mayhem, as well as dashes of mystery. The yarn holds interest adequately, and direction and production are good, with the cast being eminently suited to their assign-

ments. The screenplay is by Robert Dillon based on the novel, "The Old Dark House," by J. B. Priestley. Tom Poston is good as the frightened American would-be hero, and famous horror cartoonist Charles Addams even gets into the act with some terror-stricken titles. It is being sold with "Maniac" as an exploitation package, and the results could be generally satisfying.

**AD LINES:** "We Dare You To Visit 'The Old Dark House' And Look In On Murder and Merriment"; "Murder Can Be Funny—If You're Not The Victim."

## MGM

### Any Number Can Win (S4210)

MELODRAMA  
111M.

MGM  
(French-made)  
(English titles)  
(Dialscope)

**ESTIMATE:** Good import.

**CAST:** Jean Gabin, Alain Delon, Viviane Romance, Maurice Biraud, Carla Marlier, Jose De Vilallonga, Germaine Montero, Jean Carmet, Dora Doll, Henri Virlojeux, the Ben Tyber Ballet Troupe. Produced by Jacques Bar; directed by Henri Verneuil.

**STORY:** After five years in prison, thief Jean Gabin is determined to try for one more big job before settling down despite a plea from his faithful wife, Viviane Romance, that he turn honest and open a small business in the south of France. He has learned the layout of a casino in Cannes from one of his fellow prisoners, and it could net millions if it comes off. He gets to know young Alain Delon, whom he cuts in on the job because his youth and vitality are important to the plan. He also hires Delon's brother-in-law Maurice Biraud, to drive his car. He sends Delon ahead to set the stage, having him pose as a wealthy vacationer to gain access to an adjacent theatre backstage. Delon does this by making a play for one of the girls in the ballet chorus. From there, Gabin shows him how to get to the vault of the casino where the gambling proceeds are kept. He reaches the vault through an air shaft, holds up the cashier and assistants and guards, and lets Gabin in to fill a pair of bags with the paper money. They get away and hide the money in a beach locker Delon had rented earlier. The next day, when Gabin sees a photo of the Casino in the paper in which Delon's face is visible, he decides that they must get out now before it gets too hot. They get the money, and Delon waits near the swimming pool before moving out to give the investigating police a chance to clear out. When he hears them discussing the bags used in the hold up, he slides them into the pool, intending to get them later. The water starts to waft bills out of the loosely-closed bag until the pool is one big sea of money, which attracts no end of attention.

**X-RAY:** A highly professional cast uses a smart plot properly, and the result is an interesting and entertaining entry for the art spots that is loaded with suspense and intrigue. The acting, direction, and production are superior, and attendees should get a charge out of the on-screen proceedings. Jean Gabin is impressive as always; Delon is talented in many areas; and the others in the cast are quite natural. The screenplay is by Albert Simonin, Michel Audiard, and Henri Verneuil, based on the novel by John Trinian.

**AD LINES:** "A Great Theft Is Planned With All Kinds Of Suspenseful Results"; "An Adventure In Intrigue."

Complete back seasons of these pink reviews sections are available to subscribing theatres at \$1.30 per set.

## 20th-FOX

### Take Her, She's Mine

COMEDY  
98M.

20th Fox  
(CinemaScope)  
(Color by DeLuxe)

**ESTIMATE:** Highly amusing romantic comedy.

**CAST:** James Stewart, Sandra Dee, Audrey Meadows, Robert Morley, Philippe Forquet, John McGiver, Robert Denver, Monica Moran, Jenny Maxwell, Cynthia Pepper, Maurice Marsac, Charla Doherty. Produced and directed by Henry Koster.

**STORY:** James Stewart, lawyer and chairman of his local school board, is called on the carpet by the other members of the board because of some stories and photos in the local paper which showed him, among other things, participating in a sit-down strike over banned books; with a Chinese girl in a house of ill repute in Paris; and jumping into the Seine in his underwear. He explains how daughter Sandra Dee is at college, and her letters are cause for worry between Stewart and his wife, Audrey Meadows. When Dee gets a part-time job entertaining in a beatnik coffee house, he becomes worried and decides it's time for a visit. He finds the coffee house is nothing illicit or immoral, and he goes to confer with her while she is taking part in another extra-curricular activity, a sit-in demonstration over banned books. At first he is incensed with her, but when he sees how the authorities treat the youngsters, he protests and is forcibly ejected, making the headlines. Dee leaves college for Paris on an art school scholarship arranged by boy friend Philippe Forquet. Once again, her letters stir the overactive imaginations of mom and dad, and again he goes for a visit, being mistaken at times for movie star James Stewart, which makes him a target for photographers. He has an unsatisfactory discussion with Dee and orders her home, but there is some doubt about the order taking effect. Meanwhile, he becomes stranded and goes looking for a phone to get transportation. The house of ill repute where the phone is located is raided, and again he makes the headlines with his protesting. Forquet's parents object to their son marrying Dee after the adverse publicity, and Dee decides to go home. Stewart decides to meet Forquet's parents at a masquerade ball. The results are catastrophic when his costume comes apart, and he winds up in the Seine. Forquet's parents really blow up at this, and since the son doesn't have the guts to stand up against them, Dee starts to go home with Stewart. The latter, realizing that the youngsters are in love, urges her to wait a while. They are married the next day after Stewart departs. The board of education agrees that raising a daughter is quite a job, especially when she's a "dish" admired by boys. Just as he thinks things are back to normal, their other daughter, Charla Doherty, all of a sudden grows into the "dish" category, and Stewart and Meadows are back on the merry-go-round again.

**X-RAY:** A "sneak" preview audience seemed to have loads of fun with this lightweight and fast moving romantic comedy that was good for a load of laughs. The acting was expert, the script interesting and amusing, and the direction and production in the quality class. Editing and color photography also contributed much to the success of the venture, which incidentally marked the start of production under the "new" Zanuck regime. Not only does it have popular appeal because it treats with teenagers as well as adults, but also because it is modern in treatment and hip as to situations. There is a clever touch in the cute references to the similarity in appearance between the father played by Stewart to movie star Jimmy Stewart. It should be a winner. The screenplay is by Nunnally Johnson, based on the play by Phoebe and Henry Ephron.



**TIPS ON BIDDING:** Higher rates in many situations.

**AD LINES:** "Mothers, Fathers, Teeners, Everybody—Laughs Galore As A Hit Stage Comedy Becomes An Even Better Film Fun-Fest"; "The Funniest Farce In Many A Moon."

## UNIVERSAL

### Captain Newman, M.D.

COMEDY DRAMA  
126M.

Universal  
(Eastman Color)

**ESTIMATE:** Very good comedy drama.

**CAST:** Gregory Peck, Tony Curtis, Angie Dickinson, Eddie Albert, James Gregory, Bethel Leslie, Robert Duvall, Jane Withers, Dick Sargent, Larry Storch, Robert F. Simon, Syl Lamont, Paul Carr, Vito Scotti, Crahan Denton, Gregory Walcott, Charles Briggs, Bobby Darin. Produced by Robert Arthur; directed by David Miller.

**STORY:** Captain Gregory Peck is chief of the neuro-psychiatric section at an Army Air Base located in the southwest desert. He is often a thorn in the side of top brass for he acts first like a doctor and afterward as an officer. His main battle is with those duty-bound to provide the required quota of trained men needed on the fighting fronts, and who fail to understand an illness only a psychiatrist can recognize. He is constantly at loggerheads with Colonel James Gregory because he grounds so many men. Peck's chief orderly is Corporal Tony Curtis, who works miracles in psychiatric therapy. Peck is in love with nurse Angie Dickinson, who idolizes him. Another nurse, Jane Withers, is a big assist to him as she "mothers" the men. Among the patients is Eddie Albert, who has a guilt complex. When he goes berserk, Curtis unarms him, but he later suicides by taking a fatal plunge from a water tower. Another patient is Bobby Darin, who considers himself a coward. Peck helps him find the way to a true understanding of courage, and he returns to duty only to lose his life in combat. Another patient is Robert Duvall, a coward who is put on the road to recovery from his catatonic state. Peck is plagued with doubts, troubled in the knowledge that often he is curing the sick only so that they can go out and be killed. But there is no reshaping of his fate. His work is to heal and his work must go on.

**X-RAY:** A sneak preview audience broke into spontaneous applause several times during the screening of this highly entertaining release that contains a proper portion of fun, drama, realism, and make-believe. The cast is quite wonderful in its contributions, and the story, direction, and production values are superior. Viewers are kept off balance as comedy and drama are neatly mixed into a combination that should please those viewers who are seeking the unusual and the better in screen fare. Special kudos are due leads Gregory Peck and Tony Curtis, as well as others in the capable cast. Screenplay is by Richard L. Breen, Phoebe and Henry Ephron, from the novel by Leo Rosten.

**TIP ON BIDDING:** Higher rates.

**AD LINES:** "The Unique World That Exists In An Army Psychiatric Hospital"; "From The Best Selling Book By Leo Rosten."

## MISCELLANEOUS

### Daughter Of The Sun God

MELODRAMA  
75M.

Herts-Lion International  
(Eastman Color)  
(Filmed in Peru)

**ESTIMATE:** Strictly for the duallers.

**CAST:** William Holmes, Lisa Montell, Harry Knapp, Juanita Losa, Al Bello, Emilio Mei-

ners, Juan Caycho. Produced by Edward Biery; directed by Kenneth Herts.

**STORY:** Writer William Holmes arrives in Peru to collect material on a new story. He is mysteriously contacted by Lisa Montell, niece of an explorer-priest and authority on Inca lore. Her uncle had found a lost city of gold where Incas were still living as they had 2,000 years ago, and had disappeared while returning to civilization with his findings. Montell has a map to the lost city, which she believes was made by her uncle and stolen from him by some unknown party. Holmes agrees to accompany Montell to the city, but contacts Howard Knapp, an archaeologist, who agrees to go along with them as guide. Attempts by hoodlums to steal the map are made before the expedition even gets underway, but they are foiled by Holmes. After a danger-filled journey across the wilds of Peru, they reach the city. Knapp is exposed as the person behind the plot to steal the map. He leads bandits to the city, but Holmes reaches the Lost City first and warns the Incas in time. With the blessings of the Sun Goddess, Holmes and Montell prepare to make their way back—Holmes with his story and Montell having carried out the traditions of her uncle.

**X-RAY:** The paper promises giant condors attacking Anaconda snakes, and Lisa Montell bathing nude in the Rio Negro—while all we saw was some second-rate hanky panky in the Peruvian desert. The jungle background is sometimes interesting, but the production as a whole has a staleness that suggests long storage in somebody's film vault. Though dated and evidently cut apart, the film is left with enough to warrant some recommendation for the undiscerning adventure fans as the bottom half of a double bill.

**AD LINES:** "She Lived And Loved Like The Violent Jungle Around Her"; "A Land Of Kill . . . Or Be Killed."

## FOREIGN

### The French Game

DRAMA  
86M.

Atlantic Pictures Corp.  
(French-made)  
(English titles)

**ESTIMATE:** Moderately interesting import.

**CAST:** Francoise Brion, Jean-Louis Trintignant. Written and directed by Jacques Doniol-Valcroze.

**STORY:** Francoise Brion and Jean-Louis Trintignant are good friends, a situation that is intolerable to Trintignant, who has been secretly in love with her. Her lover, whom she sees infrequently, is a Chilean diplomat whom she met through Trintignant. When she learns that he would like to see her again on an island, Trintignant agrees to go along and let her pose as his mistress to protect the Chilean, who is married and of the Catholic faith. They take a room together and sleep in the same bed, but they are careful in their contact so that all is well. They have fun together while awaiting the arrival of the Chilean. The latter finally arrives, and Trintignant starts packing so that they can leave after confessing to her that he rearranged things so that they could spend some days together before her rendezvous. Brion and the Chilean meet, and when the boat leaves the island, it's the Chilean who leaves. The two friends can now indeed become lovers.

**X-RAY:** Basically, this is a story of romance and romantic by-play between a man and a woman, and while much of it is interesting and charming, the subject matter becomes a bit limiting and tiring. A bit of editing might have sharpened the story and made it a bit more palatable. As it is, it should do fairly well in the art spots. The acting is expert, and the production and direction are good.

**AD LINES:** "They Were Good Friends Until Love Beckoned"; "Don't Miss The French Version of American Bundling."

### Hot Money Girl

MELODRAMA  
81M.

United Producers Releasing Org.  
(Made in Germany)  
(Spoken in English)

**ESTIMATE:** Okay action programmer.

**CAST:** Eddie Constantine, Willy White, Dawn Addams, Gaylord Cavallaro, Derek Sydney, Penelope Horner, Tsai Chin, Diana Potter, Tom Bowman, Steve Plytas, Marius Goring, Anna Turner, Georgina Cookson, Susan Travers, Marie Devereaux, Thomas Gallagher, Nadine Tallier, Clive Dunn, Stella Bonheur, Margaret Boyd, Sheldon Lawrence, Christopher Lee, Hubert Mittendorf, Walter Gotell, Egon Mohr, Walter Buhler, "Hutch." Produced by John Nasht and Patrick Filmer-Sankey; directed by Alvin Rakoff.

**STORY:** Ship's wireless operator Eddie Constantine, who was with the O.S.S. in Germany during the war, finds himself in Hamburg again when his ship docks there. Former German Lieutenant Marius Goring, who has kept track of him, offers him a share of the loot if he will smuggle out of its hiding place a box containing priceless jewels. His aide is to be Dawn Addams, who also knows where the jewels are hidden and who knew Constantine during the war, but who has since become a prostitute. After elaborate plans, including the hi-jacking of a car transport, with false passports, etc., they get the jewel box from a former convent, and start their escape from the Czech town of Pilsen. By this time, Constantine and Addams are in love. Constantine is way-laid by two thugs posing as policemen. They beat him up and try to steal the jewel box. Constantine escapes and returns to Addam's flat. They open the jewel box and find it contains worthless nuts and bolts. He suspects Goring of a double-cross since Goring had accompanied him on part of his journey. Goring is found dead, and police hold Constantine and Addams on a murder charge. Constantine realizes that Nadine Tallier, another prostitute, who shared Addams' apartment, is the only one who could have tipped off the crooks and planted the gun that murdered Goring in Addams' flat. Accompanied by the police, Constantine chases after Tallier, who is trying to make her getaway on the Munich express. The train is stopped on a draw-bridge, but just as Constantine is about to regain the jewel box containing the real jewels it slips off the bridge into the water. As Constantine leaves for another trick at sea, he tells Addams he will only be gone for six weeks this time.

**AD LINES:** This meller is one long chase. It was formerly known as "The Treasure Of San Teresa" and has a screenplay by Jack Andress from a story by Jeffrey Dell. The wealth of location shots are interesting, as is the engineering of the recovery of the fortune in jewels. The leads, known in the U. S., are very good, and there is action all the way. This should do okay as part of the program in most spots.

**AD LINES:** "She Would Do Anything For A Price!"; "A Treasure In Jewels At Stake In One Of The World's Most Thrilling Smuggling Attempts."

### The Householder

COMEDY—DRAMA  
100M.

Royal Films International  
(Indian-made)  
(English-language)

**ESTIMATE:** Cute import for art spots.

**CAST:** Shashi Kapoor, Leela Naidu, Durga Khote, Hariendernath Chattopadaya, Pro Sen, Romesh Thappar, Indu Lele, Walter King, Ernest Castaldo. Produced by Ismail Merchant; directed by James Ivory.

**STORY:** Shashi Kapoor is unhappy with his marriage, evidently forced upon him, and he would like to be back with his mother, which he does not let wife Lela Naidu forget. He is a teacher in a private college but his classes are ill-mannered and unlearning. Since his wife is pregnant, he becomes concerned with family finances, realizing that he is paying a

(Continued on page 5104)



# ALPHABETICAL GUIDE TO 58 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

**A**  
All The Way Home—103m.—Para. ....5095  
Any Number Can Win—111m.—MGM ....5102

**B**  
Beauty And The Beast—77m.—UA ....5095

**C**  
Captain Newman, M.D.—126m.—U ....5103  
Cardinal, The—175m.—Col. ....5101  
Castilian, The—129m.—WB ....5099  
Charade—114m.—U. ....5095  
Clown And The Kid, The—66m.—UA. ....5091  
Condemned Of Altona, The—114m.—Fox ....5090  
Conjugal Bed, The—90m.—Emb. ....5094  
Court Martial—82m.—UA ....5098  
Creation Of The Humanoids, The—75m.—Misc. ..5099  
Cry Of Battle—99m.—UA ....5097

**D**  
Daughter Of The Sun God—75m.—Misc. ....5103

**F**  
Fantasia—117m.—BV—RE. ....5097  
Farewell To Arms, A—Re.—123m.—Fox ....5090  
French Game, The—86m.—For. ....5103

**G**  
Gun Hawk, The—92m.—AA ....5097

**H**  
Haunted Palace, The—85m.—A.I. ....5089

Heavenly Bodies—60m.—Misc. ....5092  
Hootenanny Hoot—91m.—MGM ....5089  
Hot Money Girl—81m.—For. ....5103  
Householder, The—100m.—For. ....5103

**I**  
Incredible Journey—80m.—BV ....5101  
In The French Style—105m.—Col. ....5093

**J**  
Johnny Cool—101m.—UA ....5091

**L**  
La Poupée—90m.—For. ....5096  
Lord Of The Flies—90m.—For. ....5092

**M**  
Maniac—86m.—Col. ....5101  
Mary, Mary—126m.—WB ....5091  
My Life To Live—85m.—For. ....5100  
Mill Of The Stone Women—94.—For. ....5104  
Monstrosity—67m.—Misc. ....5099  
My Son, The Hero—111m.—UA ....5095

**N**  
New Kind Of Love, A—110m. Par. ....5090

**O**  
Of Love And Desire—97m.—Fox ....5090  
Old Dark House, The—86m.—Col. ....5102

**P**  
Promises! Promises!—75m.—Misc. ....5096

**R**  
Reach For Glory—89m.—Col. ....5093  
Running Man, The—103m.—Col. ....5094

**S**  
Siege Of The Saxons—85m.—Col. ....5089  
Small World Of Sammy Lee, The—105m.—For. ...5092  
Square Of Violence—113m.—MGM ....5098  
Stolen Hours—100m.—UA ....5098  
Sword In The Stone, The—75m.—BV ....5097

**T**  
Take Her, She's Mine—98m.—Fox ....5102  
Terror, The—81m.—A-i ....5093  
Third Of A Man—80m.—UA ....5091  
3 Stooges Go Around The World In A Daze, The—  
94m.—Col. ....5089  
Thunder Island—65m.—Fox ....5098  
Tom Jones—113m.—UA ....5100  
20,000 Leagues Under The Sea—127m.—BV—RE .5098  
Twice Told Tales—119m.—UA ....5099  
Twilight Of Honor—115m.—MGM ....5094

**U**  
Under The Yum Yum Tree—110m.—Col. ....5098

**W**  
Walleyed Nippon—90m.—For. ....5104  
Wheeler Dealers, The—106m.—MGM ....5094

**X**  
X—The Man With The X-Ray Eyes—80m.—A-1 ..5093

## The Householder

(Continued from page 5103)

high rental and that he is being underpaid at the school. He eventually tries to remedy both situations unsuccessfully. He sends for his mother, Durga Khote, but this just begets more trouble as she and the wife do not get on. As the problems increase, Naidu goes home to her mother and Kapoor realizes how much he needs and misses her. When she returns, he arranges for his mother to leave, and the pair settle down to whatever the future has to offer on a basis of togetherness.

**X-RAY:** This could be a curiosity piece for the art spots, being one of the few comedies to emerge from India in the English language. A homey, easy-to-understand plot also offers moments of amusement. The cast performs adequately, and direction and production are good. Backgrounds, customs, and people of the country can be used in the selling, which should be helpful. The screenplay is by R. Prawer Jhabvala, based on the novel by Ruth Prawer Jhabvala.

**AD LINES:** "A Fun-Filled Comedy Based On Human Weaknesses"; "A Uniquely Different Film From India."

## Mill Of The Stone Women

MELODRAMA  
94M.

Parade  
(Technicolor)  
(Made in The Netherlands)  
(Dubbed in English)

**ESTIMATE:** Horror meller is okay dualler.

**CAST:** Pierre Brice, Scilla Gabel, Wolfgang Preiss, Danny Carrel, Herbert Boehme, Marco Guglielmi. A Riley Jackson—Robert Patrick presentation; directed by Giorgio Ferroni; a Galatea production.

**STORY:** Art student Pierre Brice, doing research, visits the lonely Dutch mill home of

professor Herbert Boehme, sculptor, teacher, and owner of an 18th Century carillon housed in the windmill, which also contains statues of famous heroines in their death poses. He meets Scilla Gabel, strange but beautiful daughter of Boehme, who presumably dies in his arms, but her body disappears. Doctor Wolfgang Preiss, cohort of Boehme, gives Brice a sedative, really a drug which causes him to have hallucinations. Boehme then accuses Brice of murder. Gabel proves to be alive. Brice recuperates with the care of his friends, Marco Guglielmi, and Danny Carrel, a beautiful pupil of Boehme, who is in love with Brice. Carrel disappears, and Brice and Guglielmi track her to the mill. A violent storm causes the ancient carillon to rotate, and one of the statues falls and shatters. They realize that the statues are really petrified corpses. The mystery of Gabel, who is suffering from an incurable blood disease, is revealed. Boehme and Preiss are keeping her alive with total blood transfusions by means of a diabolical machine. The blood of the young women on the carillon have kept Gabel alive. To dispose of the bodies, Boehme has disfigured them, encased them in stone, and placed them on the carillon. Carrel is to be another victim, but Brice and Guglielmi save her. Gabel dies and Boehme kills Preiss. He accidentally sets the mill on fire; but Brice, Carrel, and Guglielmi escape.

**X-RAY:** Evidently an Italian-Netherlands co-production, this horror shocker has been adroitly enacted, given grade-A production values, and sports fine Technicolor photography. From the short story of the same name from "Flemish Tales" by Pieter Van Weigen, the interest is held well, and some of the effects have their desired shocking values. The turn of the century costuming is authentic, and the few exteriors of location shooting in Holland enhance things considerably. The dubbing is generally satisfactory.

**AD LINES:** "A Terrifying Tale Of Passion and Suspense That Will Burn In Your Mind Forever!" "See A Beautiful Girl Changed

Into A Petrified Monster Before Your Very Eyes!"

## Walleyed Nippon

COMEDY  
90M.

Toho  
(Tohoscope)  
(Color)

(Japanese-made) (English titles)

**ESTIMATE:** Cute entry of modern Japan and mixed-up romance.

**CAST:** Akira Takarada, Yumi Shirakawa, Jerry Itoh, Mousa Kemaina, E. H. Elick, Eiko Wakabayashi. Produced by Seitan Kaneko; directed by Hideo Suzuki.

**STORY:** When Yumi Shirakawa learns that a new visitor to Tokyo is an American nuclear scientist, Jerry Itoh, she tips off her reporter boy friend, Akira Takarada, who tries to get an exclusive story from Itoh. Westernized Mousa Kemaina is introduced to Itoh, but Takarada is attracted to her, which makes Shirakawa jealous. They meet and mix with another couple, American E. H. Elick and Japanese Eiko Wakabayashi. Itoh gets to see Japan both guided and on his own and runs into all sorts of sights and situations. The couples also decide to get married, but the matches are a bit out of focus. Before the ceremonies, the people are properly sorted out so that the western couple who prefer things Japanese are united, as are the couple that would be Americanized. Couple number three are as before.

**X-RAY:** There's fun and charm to be found here as well as a good look at Tokyo and some of its side streets, which show up fine in color. The people are pleasant, and the situations are light on the eyes and the ears. The entry shapes up as a cute experiment for the art spots. The direction and production values are good.

**AD LINES:** "Fun In Modern-Day Tokyo"; "A Charming Romantic Comedy And An Unusual Film."





OCTOBER 23, 1963 SECTION THREE  
Vol. 70, No. 16

# EXPLOITATION

**ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.**

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## RKO Theatres' Managers Plan Sammy Lee Effort

RKO Theatres held an extensive merchandising meeting for all New York division managers, district managers and managers to help launch the campaign for "The Small Violent World Of Sammy Lee." The film will open Oct. 30 on the entire RKO Theatres New York metropolitan area circuit.

Matty Polon, vice-president, served as chairman, and the advertising and publicity staff discussed all aspects of the campaign, placing the emphasis on making Sammy Lee a household word by the time the film opens. Enthusiastic words about this meeting were expressed by Harry Mandel, president of RKO Theatres, and Edward S. Feldman, vice-president in charge of advertising and publicity of Seven Arts, distributor of the film. A surprise guest was Anthony Newley, the film's star, who also addressed the group. After the presentation, Feldman announced cash prizes for the RKO Theatre managers who put on the best campaign.

All mediums of advertising, exploitation and promotion to be used in bringing "The Small Violent World of Sammy Lee" to the attention of the public were discussed. These included radio, television and newspaper coverage, teaser campaigns, unusual theatre fronts, special displays, imaginative radio transcriptions to be used inside the theatres and in the lobbies, away from the theatre exploitation, and merchant promotion.

## B.V.'s "Journey" Boosted

Buena Vista Distribution Company is about to launch another promotional tie-in with Carnation Company in support of its upcoming feature release, Walt Disney's "The Incredible Journey."

Some 10,000 grocers will participate in the promotion, which will be kicked off by a 2-page, full color ad in "Life", and TV advertising over six network programs—"Monday Night at the Movies," "The Virginian," "As The World Turns," "House Party," "To Tell The Truth" and "Password."

More than seven-million cans and packages of "Friskies," the merchandise vehicle for the promotion, will display credits for the motion picture and an announcement of the offer, which is an album of recorded Walt Disney animal stories, attainable on a labels-plus-cash basis.

Local promotional events on behalf of individual engagements are also planned, with exhibitors receiving assistance from Local Buena Vista and Carnation Company representatives.

## United Artists Plans "McLintock" Week During Thanksgiving Holiday



Producer Mike Wayne, Mrs. Wills, actor Chill Wills, Loew's manager Frank Henson, and United Artists' branch manager Gene Goodman are seen at the New Orleans airport during the Hollywood group's national tour to publicize "McLintock."

United Artists is going all out to turn Thanksgiving Week into "McLintock! Week." A fully-coordinated, national effort, spearheaded by the company, has enlisted the co-operation of 43 key cities across the country to sponsor week-long activities in honor of the event.

At the same time the public is being alerted to the fact that the John Wayne-Maureen O'Hara starrer has a national release date on Thanksgiving. All local campaigns will be tied to the film's ad line, "McLintock! Is McNificent." UA is confident that this program will be one of the most ambitious promotions in the company's history. In most cases the week is being officially proclaimed by the local mayor.

UA describes "McLintock! Week" as a Fun and Bargain Week. It will consist of promotions and tie-ins with major regional stores, turkey give-aways, contests, mud fights between college fraternities, and many other attention-getting events.

In each of the 43 cities involved there will be a local sponsor for "McLintock! Week" other than the participating exhibitor. In the majority of the cases these are department stores, women's radio-television shows, teenage disc jockey programs or area trade associations such as those for barbers, beauticians, waitresses, etc.

Although the "McLintock! Week" schedules are flexible so that they may be adapted to local requirements, most of such activities will begin with a special sneak preview of the Batjac Production at which "McLintock! Is McNificent" electioneering buttons will be distributed to all attending. Before each of these "sneaks," a unique trailer will be shown in which John Wayne greets the citizens of that particular town and asks the viewers to help spread the word about "McLintock!"

The entire week's activity is keyed to this trailer made by Wayne for each of the showings and includes specific reference to the town involved.

Wayne asks the audience about to see the film to join the "McLintock!" "word-of-mouth club." "This is a great organization," Wayne tells his audience, "All you have to do is talk. If you like our film, please tell your friends. If you don't, you're out of the club."

Emphasis is being placed on the fact that "McLintock!" is a western fun and action film with appeal for every member of the family and that it introduces a pair of young new stars whom teenagers will adore; spec-

(Continued on page EX-540)

## W. B. Production News

Warner Bros., in advertisements in leading newspapers across the country, is offering a first-of-its-kind free newsletter that will keep the public informed about the production and release of "My Fair Lady," the company's motion picture production of the all-time hit by Alan Jay Lerner and Frederick Loewe.

The "My Fair Lady" newsletter will be published periodically at the Warner Studios in Burbank, Calif., where the film is before the cameras in Technicolor and SuperPanavision 70, with Audrey Hepburn and Rex Harrison starred.

The publication is being undertaken "in response to unprecedented public interest" in the production of "My Fair Lady," as expressed in a deluge of "requests for all sorts of information about the picture," according to Warner Bros.

## Para., Dell Tie-In

A major book promotion for Jack Rose's "Who's Been Sleeping In My Bed?" has been set by Paramount Pictures with Dell Books, which will publish a soft-cover novelization of Rose's screenplay in November.

Cover art for the Dell movie edition has been co-ordinated with Paramount's advertising campaign for the Technicolor comedy, which stars Dean Martin, Elizabeth Montgomery, Martin Balsam, Jill St. John and Carol Burnett. Display posters and other accessories will be available to exhibitors for local tie-ins.



# AIP Stages "First" In New England With Institutional Ads On Pictures

For the first time in the history of motion picture exhibition in New England, a distributor of film product has begun a series of institutional advertising promoting current and forthcoming films in the territory, with a guaranteed viewing audience in the millions.

"American International Pictures believes in bringing advertising back to the 'grass roots'," comments Harvey Appell, New England branch manager of AIP, in Boston. "In keeping with this policy, adopted by AIP toppers James H. Nicholson and Samuel Z. Arkoff, we have captured the attention of more than 1,250,000 subway and street car commuters, daily, with a huge, colorful three-sheet featuring three AIP films: "The Haunted Palace," "X—The Man With The X-Ray Eyes," and the combination program "Dementia 13" and "The Terror."

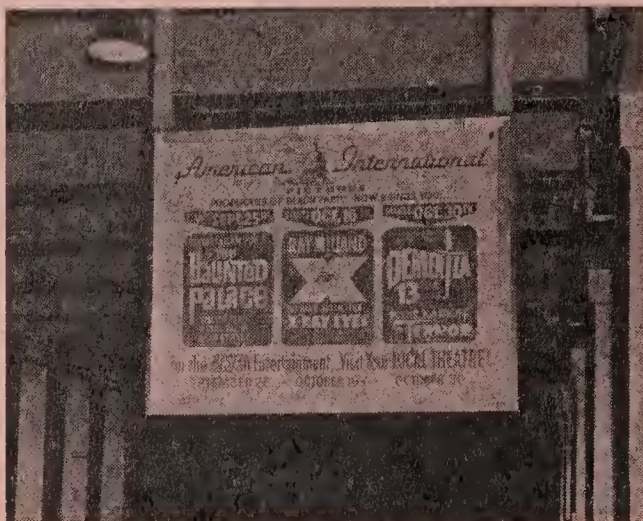
According to available statistics, 1,569 moving vehicles, overhead elevated trains and surface and subway trains, running in 14 cities and towns in 45 stations cater to an average of 37,000,000 "riders" every month.

This marks the first time that a major motion picture company has made available, at no cost, institutional advertising via subway boards in New England. Listings of theatres and playdates will be sniped later, to take full advantage of local playdates.

## Weston Doing "Fall" Tie-ins

Weston Merchandising Corp., has been appointed by Bronston Distributions, Inc. to handle the licensing of all commercial tie-ins on "The Fall of the Roman Empire."

Stan Weston will personally work with leading firms in the publishing, home furnishing, apparel and accessory fields to obtain the greatest possible number of tie-ins for this Samuel Bronston production.

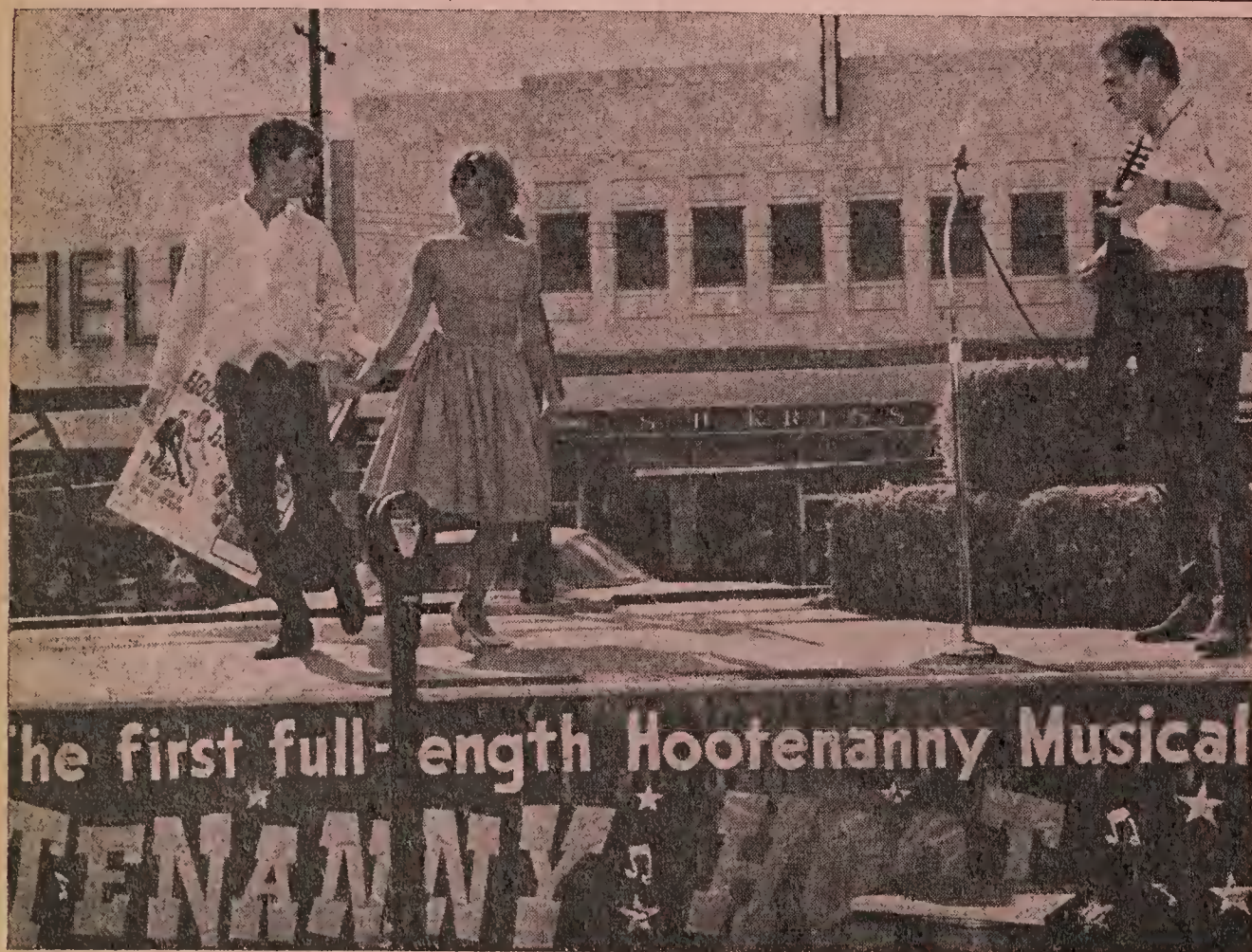


AIP recently scored another "first" for exhibitors in New England with a series of institutional advertising promoting current and forthcoming films in the territory. A sample of an overhead subway station card is shown above.

## Designer Boosts Kind of Love

Academy Award-winning designer Edith Head flew to Chicago from Hollywood for a special advance showing of her creations for Melville Shavelson's "A New Kind of Love," which opened at the Woods Theatre.

Thirty of Miss Head's creations were shown to a capacity audience in the swank Campellia House of the Drake Hotel. After meeting with the fashion press, movie editors and top Chicago columnists, Miss Head participated in two radio interviews and two TV shows. Actresses Christian Kay and Patricia Olson, who modeled the "A New Kind of Love" fashions, also made a number of publicity appearances, highlighted by Miss Kay's tour of newspaper offices dressed in her unique pearl "strip" costume.



This old-fashioned float with old-time showmanship recently hit the road in Los Angeles, Pasadena, Bakersfield, Riverside and Ventura, Cal., for four days at the beginning of the Los Angeles engagement of MGM's "Hootenanny Hoot." Dancers Pete Meneff and Rene Jarmon, and guitarist Lance LeGault, all from the cast of the picture, sang and gave lessons on how to do the "Hootenanny Hoot."

Here's a **GREAT IDEA** folks! Come, swap those good used toys, baby carriages, lamps, tools, bicycles, radios and other dust collectors you no longer need for something you can use.



## GIGANTIC AUTUMN SWAP and SHOP

Starts TOM'W and EVERY SAT.

Just pack up the car with those swappable items, bring the kids and the family and treat them to an old-fashioned swapping session. The youngsters can use our fun-filled playground to their hearts' content and our modern refreshment stand will be open to allay swappers' appetites.

**FREE ADMISSION TO ALL!**  
11 AM to 5 PM  
\$1 fee for parking only.

So come early, pick your spot and set up your swap shop. Bring the whole gang, remember the only cost is a "buck" (\$1) for parking.

Drive out to the **WORLD'S FIRST ALL-WEATHER DRIVE-IN**

COPIAGUE, L. I. Phone MYrtle 1-9258

SOUTHERN STATE PKWY. to (EXIT 32)  
South to SUNRISE HWY. (Rt. 27)

A PRUDENTIAL THEATRE

The entire story of this "Swap and Shop" off-hours stunt of the All-Weather Drive-In, Copiague, L. I., is told in the above attractive newspaper ad which heralded the event.

## Columbia's "Yum Yum" Day

Today (Oct. 23) has been proclaimed "Yum Yum Day" by the Hollywood Junior Chamber of Commerce in conjunction with the opening of "Under The Yum Yum Tree," a Columbia Pictures release, at Grauman's Chinese Theatre.

Day-long festivities climaxed in the crowning of a "Miss Yum-Yum" in the forecourt of the Chinese Theatre are planned. Junior Chamber of Commerce officials, motion picture personalities, civic leaders, and bands were asked to participate in today's honoring of the opening of the comedy, starring Jack Lemon and co-starring Carol Lynley, Dean Jones, Edie Adams, Imogene Coca, Paul Lynde and Robert Lansing.

The Citizen-News and radio station KFVB are tied-in on the event, for which Hollywood Boulevard was decorated with flags, banners, and valances. Special merchants' "Under The Yum Yum Tree" displays were on view.

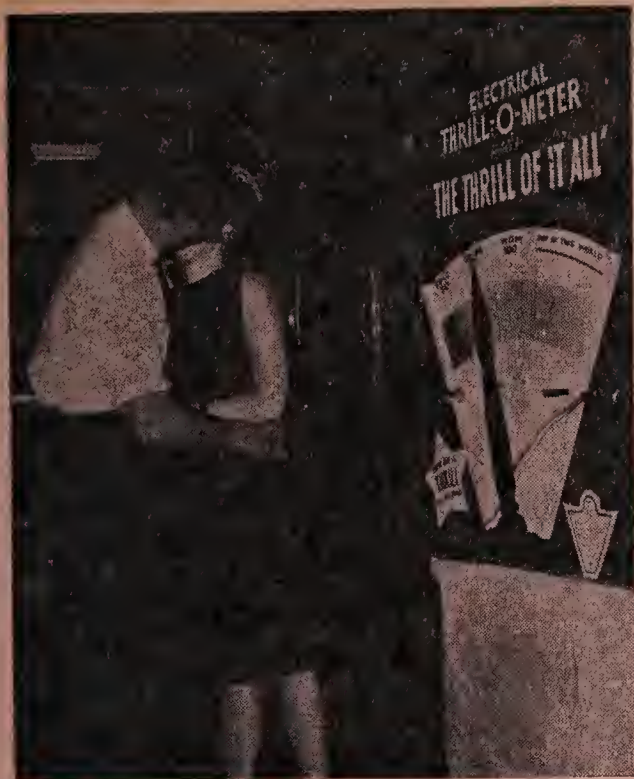
## Kincey Holds Gals Sneak

An unusual pre-selling campaign on behalf of "Stolen Hours," a United Artists release, has been formulated by the Atlanta-based Wilby-Kincey Theatres.

The circuit's advertising and exploitation department, headed by Jack Jordan, has arranged for all Kincey situations out of the Atlanta and Charlotte exchange areas to hold special sneak previews of the film, starring Susan Hayward, primarily aimed at the potential women's audience.

In an all-out effort to spark this word-of-mouth campaign, the Kincey organization is distributing several hundred invitations to these "sneaks" to women shoppers, select women's clubs and ladies' auxiliaries.





T. E. Schiller, general manager, New, Baltimore, Md., recently installed this "Thrill-O-Meter" in his lobby to bally U's "The Thrill Of It All." He says grosses scored "Wow," although the kissing patrons testing the machine here only scored "so-so."

## THE EXHIBITOR'S EXPLOITATION EFFORTS

B. V. HORNBLOW, manager, Trocadero, Leicester, England, says "It is surprising what one can get away with if one asks properly! With the idea of getting mobile publicity for my programs I approached the secretary of a local car club hoping that I might get some small rear and side window stickers plugging pictures into members' cars. My suggestion was not only enthusiastically received but all agreed to display one-sheet posters on their cars over weekends prior to playdates. In fact these were carried by members as they went about their business and pleasure and on rallies from the Thursday nights. The club has promised to give their co-operation in any future publicity stunts in exchange for the use of our car parking lot on Sunday mornings for the start and end of their weekly rallies. I should stress that this causes no inconvenience to patrons as the club's activities are always completed before the theatre opens to the public.

ED LINDER, managing director, Mount Kisco Theatre, Mount Kisco, N.Y., recently centered his campaign on Universal's "Thrill Of It All" on the personal appearance of Arlene Francis whose home town is Mount Kisco. All arrangements were made by the theatre personally. It was Miss Francis' first visit to the theatre, where she was chauffeured in a black limousine. Besides a trailer used in advance and lobby 40 x 60's, we placed one-sheets around the town in lunch rooms; and some of our employees had signs in their car windows announcing the big event. Our local radio station, WVIP, made announcements over their daily news-cast one week in advance, twice daily. The town officials okayed the idea of a citation for the good will ambassadorship that Miss Francis had extended to the Mt. Kisco area over the years, and with their whole-hearted support the Mayor signed the citation and presented it to her from the stage of the theatre. Flowers were promoted locally and presented to Miss Francis after she had accepted the citation. The three main newspapers of West-

## Theatres Open Doors To All Bonafide Lion Trainers

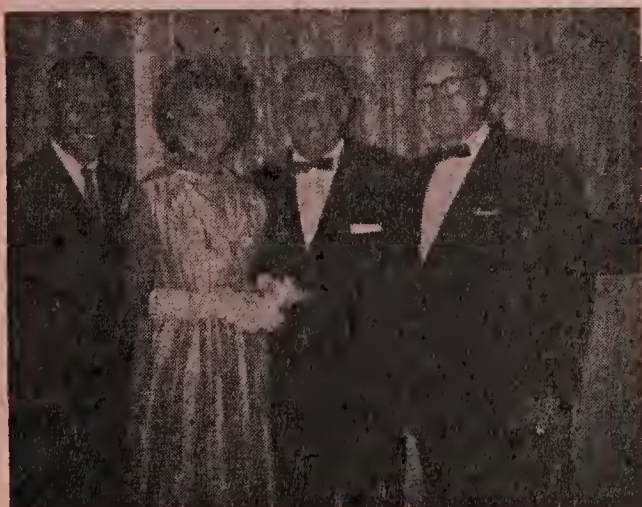
NEW YORK—Trainers of both male and female tigers were admitted free to the Paramount and Trans-Lux 85th Street theatres in New York City during the engagement of Warners' "Rampage."

Trainers merely presented bona fide evidence of their profession at the box-offices of the theatres playing the film.

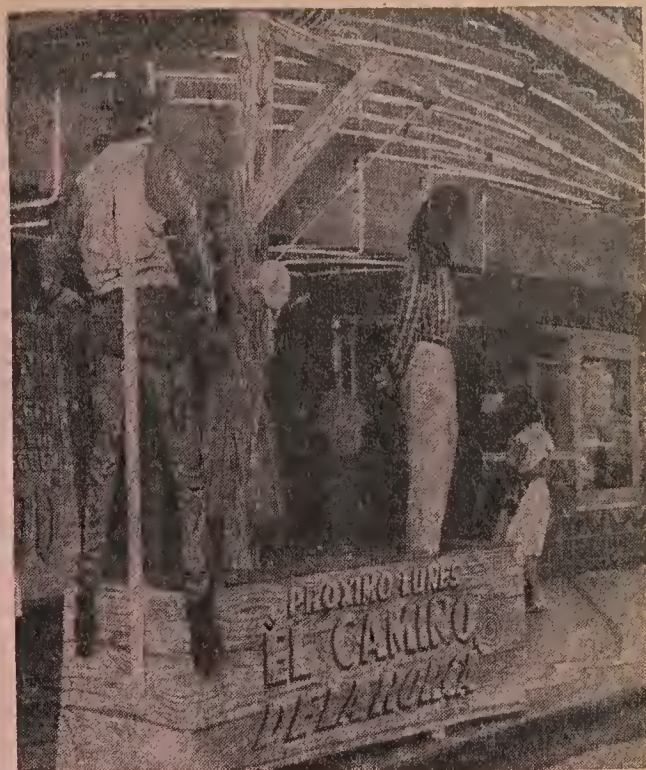
Chester County lent marvelous cooperation giving a total of 74 inches of space gratis, including photographs. Miss Francis commented that she had spent many holidays in the village and had singled out its "tranquility and serenity." "I hope to spend much more time here in the future," she said. The audience greeted her warmly, showing their concurrence with Mayor Fox's declaration that she was being honored from "the hearts of every village resident." There was splendid cooperation on the event in which the owners of the theatre, Howard Lesser, president; and Ronald Lesser, treasurer, whole-heartedly joined.

GENEVA WOOD, manager, Trans-Texas Theatres' Fine Arts, Denton, Texas, recently completed a successful two-weeks' run of United Artists' "Irma La Douce" and sold the picture with some great exploitation ideas. Two weeks before opening, 10 dated one-sheets were placed in very prominent positions, such as bowling alleys and cafes all over town. One week in advance an attractive display was set up on the sidewalk at a music shop at the large shopping center in Denton. This display coincided with the grand opening of a large new department store at the center, and also the county fair two blocks behind the shopping center. Thousands of people passed the display during the week, and it certainly stopped traffic. Approximately 14,000 college students arrived in town for registration Sunday and Monday before the picture opened on a Wednesday. Two boys were at the colleges giving out heralds as they arrived. A most effective stunt was to dress a beautiful girl like 'Irma.' She visited the disc jockey at the local radio station. After he overcame his surprise, he interviewed her for 10 minutes. The next day, she went down to the local newspaper office and presented a copy of the book, "Irma La Douce" to the editor and the amusements editor. Pleased, the amusement editor followed her back to the main part of town, taking pictures of people she passed. Upon arriving back to the theatre, she stood

(Continued on page EX-540)



Arlene Francis, featured in U's "The Thrill Of It All," is seen with the three owners of the Mt. Kisco Theatre, Mount Kisco, N. Y., Ronald Lesser, Howard Lesser and Ed Linder, at her personal appearance there.



This sidewalk display was conceived by Ignacio Torres, manager, Alameda, downtown Spanish language house in San Antonio, Texas, operated by the Jack Cane Corp. It was used prior to and during the premiere showing of "Camino de la Horca" ("The Road To The Gallows.")

**For Theatre-  
Tested and Approved**

**THEATRE  
FORMS  
AND  
SYSTEMS**

**write to**

**Exhibitor**

**Book Shop!**

**Actual sample sheets  
of all "Plus Services"  
will be sent on written  
request**





MGM's "The V.I.P.'s" original sound track album recently provided the basis for this impressive window display in cooperation with the Sam Goody Record Stores in New York City. Throughout the country, this film has found easy acceptance, not only with local merchants who wished to promote tie-ins, but from all areas of the communications media.

## The Exhibitors' Exploitation Efforts

(Continued from page EX-539)

out front and handed out heralds, mostly to men. This was most effective causing cars coming by to slow down or come to a complete halt. There was hardly a person in the Denton area who didn't know the Fine Arts was showing "Irma La Douce."

JOHN A. DIXON, manager, ABC, Chesterfield, England, recently played Allied Artists' "Play It Cool" for seven days and various shops in the town cooperated to the full to provide for a really worthwhile campaign. Naturally the accent was placed on the music stores who are always ready, willing and able to be helpful. They really went to town since so many British pop artists are involved and gave the maximum window and counter space to the booking. The manager of the Victoria Ballroom arranged for his band-leaders to feature the music from the film and include plugs for the booking to the full. With the emphasis on youth in the picture many storekeepers realized they were benefit-

ing as much as I was with the tie-ups. One store gave two windows to leather jackets, jeans, etc. and this proved most beneficial. Another plugged gent's sportswear. Two leading fashion houses displayed stills and show cards along with teenage clothes. The Scotch Wool Shop provided a most colorful and eye catching window display of ladies' cardigans, sweaters, and jumpers backed with my publicity material. The Gas showrooms came in with a display of refrigerators and art and stills. So that my ABC Minors should be aware of this booking, I held a twist contest featuring music from the film on the stage on the Saturday morning prior to opening. Not only was the campaign extremely effective but when I added up the costs they amounted to only \$8.00.

## McLintock

(Continued from page EX-537)

ifically they are Pat Wayne and Stefanie Powers.

Each person attending the "sneak" will also get a free ticket to a special "secret event" at a later date. This will be an old-fashioned mud fight (a highlight of the plot) to be staged by local radio-TV personalities, college fraternities and other groups.

On the local level, the UA fieldman, area exhibitor and sponsoring organization will coordinate a full schedule of attention-getting events such as contests, bargain days, fairs, rodeos, etc.

To implement these activities the UA home office has prepared a barrage of back-up selling tools such as a five-minute TV featurette, "word-of-mouth" "McLintock!" postcards, a closed-end radio interview with John Wayne, an open-end interview with co-star Maureen O'Hara, music promotion, including the sound track album by United Artists Records and many singles, and a paperback and a comic book version of the film.

Also available from UA is a full-schedule agenda with variations on how to make the local "McLintock! Week" truly "McNificent!"



Max Rubin, left, manager, Paramount, Syracuse, N. Y., recently greeted the winners of a "I Would Like To Live Like A Millionaire" contest held in connection with U's "The Thrill Of It All," as they were chauffeured to the theatre in a Rolls-Royce to see the film after dining at the Hotel Syracuse.

Thank you for your patronage.

All of us at Associated Independent Theatres work toward one goal

### YOUR COMFORT AND ENJOYMENT

We will be grateful for suggestions that will enable us to improve our service to you. If you would care to comment beyond the indicated "Yes" - "No" reply, space has been provided.

We will consider it a personal favor if you would fill out this addressed and postpaid card and mail it to us.

Sincerely,

Ralph E. Donnelly

ASSOCIATED INDEPENDENT THEATRES

CUT OR TEAR OFF HERE BEFORE MAILING--NO POSTAGE REQUIRED

DATE \_\_\_\_\_ TIME \_\_\_\_\_

Was our staff courteous?.....Yes ☐ No ☐

Was the theatre clean, including rest rooms?.....Yes ☐ No ☐

Did any one employee impress you as being particularly courteous?.....Yes ☐ No ☐

Did the staff, by their action, indicate our appreciation for your patronage?.....Yes ☐ No ☐

DID YOU ENJOY YOUR VISIT TO OUR THEATRE? Yes ☐ No ☐

Comments.....

Name.....Address.....

Theatre.....Picture.....

The above is a reproduction of the courtesy cards used by Associated Independent Theatres' Bar Harbour, Massapequa Park, N. Y. Manager Kenneth Prentiss' postage-paid cards received a large response from patrons

## "V.I.P." Books In Demand

Metro-Goldwyn-Mayer's "The V.I.P.s" continuing its record breaking success in over 400 situations throughout the country is finding additional acceptance with the nation's book buying public. The novelization of the Terence Rattigan screen play, published by Dell Books, is following the trend set by the Elizabeth Taylor-Richard Burton starrer and is in heavy demand in all situations.

In Milwaukee, where "The V.I.P.s" is currently playing at the Riverside Theatre, both the first and second city-wide allotments of the book were completely sold out necessitating a third large order. Following the opening of "The V.I.P.s" at Loew's State in St. Louis, all copies of the book were depleted by initial heavy demands.

## "Acapulco" Song Plugs

Following the successful pattern of earlier tie-ups on "G.I. Blues," "Blue Hawaii" and "Girls! Girls! Girls!" Paramount Pictures has set a giant music promotion with RCA Victor Records for Hal Wallis' new Elvis Presley attraction, "Fun in Acapulco."

National release of the soundtrack album from the Technicolor musical will be keyed to the Thanksgiving holiday engagements of "Fun in Acapulco." A 45-rpm single of two songs from the film will be rushed out in advance of the album.



This is one of several window displays on MGM's "Flipper" set up for Miami, Fla., theatres in Richards Department Store to herald the world premiere of the film.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

**BINGO CARDS DIE CUT!** 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## PHOTO BLOWUPS

**PHOTO BLOWUPS IN BEAUTIFUL COLORS** from your photos. Send for price list. Fast service anywhere. Show business art since 1899. STITES PORTRAIT CO., Shelbyville, Indiana.

## SPEAKER CONES

**DRIVE-IN THEATRE SPEAKER CONES BAD?** Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

## THEATRE FOR LEASE

**LEASE MODERN THEATRE** located in heart of Whiting, Indiana. Only theatre in town. 650 seating capacity, fully equipped, drawing radius 25,000 population. Reasonable rent to responsible operator. Write TENINGA & CO., 10835 So. Michigan Ave., Chicago, Illinois 60628.

## THEATRE FOR SALE

**268 CAR DRIVE-IN theatre** for sale in northern Michigan resort town. Contact JEAN BROWN, Box 411, Baldwin, Michigan.

## THEATRE WANTED

**THEATRE WANTED** to lease in N.Y.C. area. Small investment by aggressive showman. Seeks 500 to 800 seats. BOX 261, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## THEATRE SEATING

**COMPLETE SEATING SERVICE.** Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## USED EQUIPMENT

**FOR SALE:** Complete booth equipment consisting of RCA 9030 soundheads and dual amplifiers. Simplex E7 projectors, 3,000 foot magazines, Altec A-5 speaker systems, wide angle and Cscope lenses. Best offer over \$1,500.00 takes all. Write BOX 260, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## WINDOW CARDS

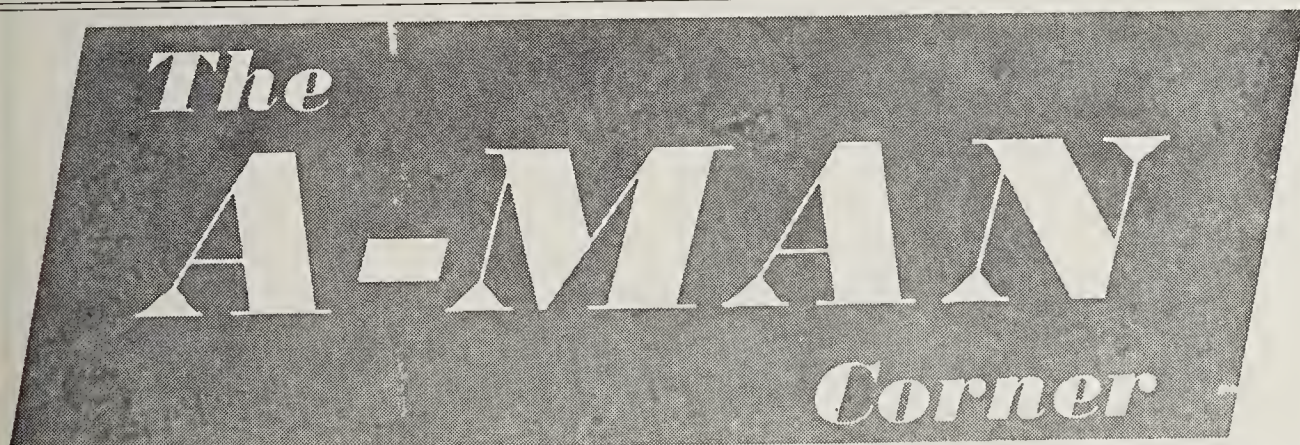
**WEEKLY THEATRE** and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

## WHEN YOUR MAILING ADDRESS CHANGES

You won't miss your weekly copy of **MOTION PICTURE EXHIBITOR** if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us know the new mailing address three weeks in advance of the change.* You enable us to continue serving you, and you enable us to save the Post Office charges for each returned copy due to address changes, including changes from street to box. When you notify us, please use the address change card available at the Post Office, or send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

**Please notify:**

**CIRCULATION DEPARTMENT  
MOTION PICTURE EXHIBITOR  
317 N. Broad St., Phila., Pa. 19107**



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new **EMPLOYMENT SERVICE** is available to **ALL** theatres without reservation. It is not necessary to subscribe to **MOTION PICTURE EXHIBITOR** to avail yourself of this service. No other industry trade paper offers it! And it is completely **FREE!**

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**EXPLOITATION** and promotion minded, 12 years managerial experience, seeks permanent position in Northeast. BOX B1016, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**MANAGERS!** Expanding circuit, midwest area, needs experienced men. Excellent opportunity for aggressive showmen. Drive-in experience preferred. Send complete résumé, references, recent snapshot, salary requirements. All replies strictly confidential. BOX C1016, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**WANTED: EXPERIENCED MANAGER** for the first run theatre in town of 40,000. BERGER AMUSEMENT CO., 317 Plymouth Bldg., Minneapolis, Minn. 55402. (1016)

**PROJECTIONIST**, display artist available. 18 years experience. Married, honest. BENNY NORTHAM, 2217 25th St., Lubbock, Texas. Phone: SH 4-1737. (1016)

**MAN**, seasoned distributor, all phases management to top level. Qualified sales in any areas needed. Many talents plus integrity as had for over 25 years. Major references. BOX A1016, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**MANAGERS WANTED.** Conventional theatres New York State. Young, aggressive assistants who have served their apprenticeship considered. Send résumé, references and recent snapshot. Replies held in confidence. BOX A109, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**MATURE HIGHLY RECOMMENDED** top manager available hard tap class, art, hard ticket operations. Excels in executive ability, exploitation, public relations. Widely recognized as man of know-how. Interested in Las Angeles area assignment. BOX B109, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**SEEKING ART THEATRE SPECIALIST?** Idea creativity is your boxoffice banus if you can use a manager with know-how. Will relocate. BOX A1023, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**TOP CALIBER MANAGER** desires position with a future. Thoroughly experienced all phases. Family man. Will relocate for the right proposition. BOX B1023, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

HANDY SUBSCRIPTION BLANK

**Yes, start sending**

**MOTION PICTURE**

**EXHIBITOR**

*plus*

**Showmen's Trade Review**

TO:

Name .....

Title .....

Address .....

.....

.....



☐ Enclosed ☐ Or bill me

☐ \$2.00 for one year

☐ \$3.50 for two years

☐ \$5.00 for three years

(Outside Western Hemisphere)

☐ \$5.00 one year

☐ \$8.00 two years

☐ \$11.00 three years

**CLIP and MAIL TODAY TO  
317 N. Broad St., Phila., Pa. 19107**

Address all Correspondence to— **The A—MAN Corner** {Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107



# **FACTS--NOTHING BUT!** **AND GUARANTEED...!**

## **WHO**

*subscribes to MOTION PICTURE EXHIBITOR?*

**ans.** 80.45% of MOTION PICTURE EXHIBITOR's circulation goes to theatres and people in theatre business.

## **HOW**

*are subscriptions to MOTION PICTURE EXHIBITOR sold?*

**ans.** 94% of MOTION PICTURE EXHIBITOR's subscribers voluntarily subscribe (no pressure) via direct mail to our office. (Next 2 publications are only 83% and 80%)

## **WHY**

*do so many theatremen subscribe to MOTION PICTURE EXHIBITOR?*

**ans.** MOTION PICTURE EXHIBITOR is known for its outspoken and factual industry editorial policy. Whether for or against exhibitors or distributors it states the issues as it sees them. Reviews are based on a plain, factual, no hedging policy.

MOTION PICTURE EXHIBITOR's yellow ServiSection every other week is the most complete reference index to pictures reviewed, in release, or in production.

MOTION PICTURE EXHIBITOR's one-a-month Physical Theatre-Extra Profits Department brings to theatremen the latest news on theatre design, construction and equipment and theatre concession operations. These, plus pertinent news of international, national and local importance, successful ticket selling exploitation and promotional ideas, are just a few of the reasons why MOTION PICTURE EXHIBITOR is the trade paper of the motion picture industry

***READ BY CHOICE--NOT BY CHANCE***

***MOTION PICTURE EXHIBITOR***

**317 N. Broad St., Philadelphia, Pa. 19107**

Branch offices in New York, Los Angeles, London, Toronto and Tokyo

(P.S. As only 3 publications in the Motion Picture Industry submit to regular inspection and audit every 6 months to prove its circulation claims, MOTION PICTURE EXHIBITOR (proud to be one of the three) limits the above comparison to these three papers)



# MOTION PICTURE EXHIBITOR

OCTOBER 30, 1963

Volume 70

Number 17

IN TWO SECTIONS • THIS IS SECTION ONE



## Complete Allied Convention Report

(See page 5)

## Hollywood Museum Breaks Ground

(See page 7)

M. J. "Mike" Frankovich, recently appointed supervisor of worldwide production for Columbia Pictures. A first vice-president of the company, he formerly headed British and continental production.

**CAN THEY ALL BE TURKEYS? . . .** see editorial—page 3





- most **CANDID**
  - most **COMPLETE**
  - most **THEATRE-WISE**
- of ALL Trade Paper **REVIEWING**  
and **BOOKING** Services.

•

**MORE** Pictures Reviewed . . . **MORE** Data in Each Review . . . and **MORE** Easily Saveable for Quick Reference, either now or in the years to come.

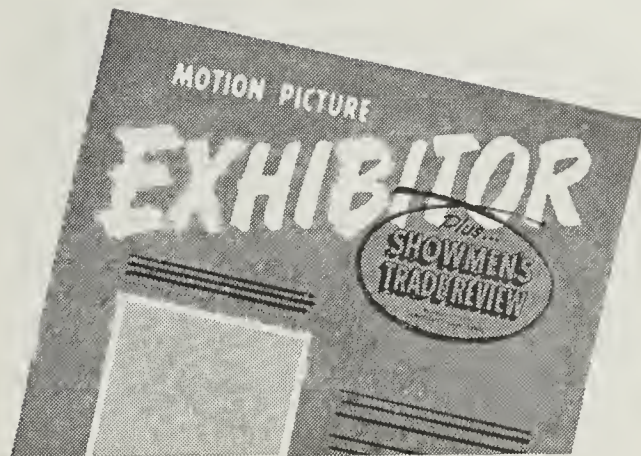
•

Coupled with "theatre wise" news and views . . . these are the reasons why nearly 81\* out of every 100 subscribers to M.P.E. are **EXHIBITORS.** (\*TOPS in the field!)



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees, Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 70 • No. 17

OCTOBER 30, 1963

## CAN THEY ALL BE TURKEYS?

No SUBJECT has been discussed more within the motion picture industry than the value of advertising in its various forms, and no question has been so unresolved. It all seems to boil down to the impression that experience is the best teacher. In every case, the main point seems to be, "How good is the product?"

Recently, we conducted an unofficial survey of our own in an attempt to determine the relative value of theatre advertising. We wondered what was best—newspapers, radio, television, street and lobby stunts? As might have been anticipated before we started, the finding was as follows:

If the theatre had a picture that the public wanted to buy, the difference was happily evident at the boxoffice. Taking an extra quarter of a page ad in a newspaper on an ordinary feature didn't return enough to pay for the ad's extra cost. The same was true for radio and television spots and the other media studied.

Sure there are exceptions, particularly the picture with an exploitable gimmick or the quickie that leaves an exhibitor with a vague feeling of guilt the next time he faces his customers even if he made a fast buck. But these are exceptional cases.

What it comes down to is that you can't save a "turkey" from bombing, but you can do a great deal to help a good picture via the proper advertising campaign. Today, the sky is the limit when the public is excited. If the initial excitement isn't there, nothing will help.

With that in mind, let's study the problem from another angle. Isn't the same thing true when distributors advertise their wares to the trade via advertisements in trade papers? After all, they know in advance when they have a "turkey"

and often decide it is better to take the initial loss and lick their wounds instead of sending good money after bad. Therefore, they let the "turkeys" die. Of course, they may mumble that the exhibitor isn't doing enough advertising, but nobody takes them seriously at this point. The film, a well kept secret from the trade and from the public, quietly disappears.

That is the way it looks, anyway, and it also looks as though there are more "turkeys" around now than ever before. Certainly, distributors are more quiet about their films now. We took a look at the Yellow Service section of MOTION PICTURE EXHIBITOR, this industry's most comprehensive listing of product, kept up to date and checked periodically by the companies themselves. It shows that 11 companies released a total of 179 features since the first of the year. Of these, only 88 were advertised to the trade in one or more trade papers. That is less than 50 per cent.

Certainly, more than half the product released cannot be placed in the "turkey" classification, but the exhibitor cannot be blamed for feeling that this is the case. If distributors think so little of their product that they are willing to send it to theatres unheralded and unadvertised, then why should theatremen think more highly of it. In this situation, lethargy breeds lethargy and the general disinterest must be followed by disappointing returns at the boxoffice.

It is quite true that the "turkeys" won't be helped in any case, but what about the good films that are ignored? Producers, distributors, exhibitors, and theatrogoers are all losers.

These 11 companies released 91 features to theatres in the past 10 months without a word to the trade. With odds like that, no industry can prosper.

## ONE WAY OUT OF THE JUNGLE

PUT A GROUP of intelligent theatre operators together long enough and let them talk, and eventually the conversation will get around to film terms and competitive bidding. These, after all, are the things that are on the minds of theatremen everywhere.

Therefore, it was not at all surprising that discussions on these problems took place throughout the Americana Hotel in New York, where Allied States Association delegates convened last week.

One of the Allied delegates, Sidney Stern, well respected exhibitor and former president of New Jersey Allied, was discussing a recent MOTION PICTURE EXHIBITOR editorial which criticized current bidding practices. He agreed that far too many theatremen have the feeling that the bidding procedure is rigged against them, and that the situation would be improved considerably if exhibitors could be sure that the

best bid actually won the film in question. The strict secrecy that prevails over most of the bidding situations leaves bitter feelings in its wake.

He was also willing to concede that distributors might have a point in not wanting to make bids public. He suggested, why not use the facilities of the American Arbitration Society to guarantee that the bidding process has been conducted fairly?

An arbitrator would look into those cases where someone feels he has been given a raw deal, and report on the fairness of the transaction.

Arbitration has long been sought in the motion picture industry without success, but it's a cinch that something should be done soon to take us out of the business jungle and restore some sanity to the buying and selling of film.

## GRIN OF THE WEEK

WE NOTE that Plough, Inc., manufacturer of St. Joseph Aspirin reports sales so far this year of \$42,250,000, compared with \$38,750,000 last year at this time. It appears that there

are more bidding headaches this year, and we'll bet that exhibitors have done their share to boost aspirin profits. Come to think of it, our head hurts. Pass the St. Joseph, please.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Diamond Rings

Mr. and Mrs. Robert Burgess Aldrich, of Los Angeles, announced the engagement of their daughter, Adell, to Peter Bravos, a real estate executive whose mother resides in Greece. Miss Aldrich's father is a Hollywood producer-director.

### Obituaries

Andrew H. Talbot, 81, veteran Des Moines, Ia., exhibitor, who retired in 1954, died. He had managed the RKO Orpheum, Cedar Rapids, for 20 years, and started in Chicago in the nickleodian days back in 1908. For a number of years, he booked the Orpheum Circuit with headquarters in New York and managed theatres in Birmingham, Ala., and in Texas before going to Iowa.

## Md. Censors Consider Proper Age of "Adult"

BALTIMORE, MD.—A legislative committee studying the operation of the Maryland Censor Board was told by Norman C. Mason, chairman of the board, that he recommended that an age limit of 18 be set for "adult" films.

Mrs. Mary Avara, censor board secretary, suggested that "adult" films be limited to those 21 years old and over.

Senator James A. Pine, D., Baltimore County, committee chairman, said "adult" advertising enticed youths and were a "bonanza" to exhibitors who charge adult ticket prices to teen-agers. He suggested that a fine for selling tickets to minors should range from \$100 to closing the theatre for repeated offenses.

Mason cited the showing of "Irma La Douce" and said this film was "just under the wire—one more strand and we would have cut it."

He complained that the board has "no control over advertising on theatre marquees. We can cut out an objectionable part of a movie," he said, "but they can still use the same thing on the marquee. The movies are never as bad as the marquee says they are."

Mason would have inspectors visit theatres to see that the age limit was not being violated.

## Hope Heads Fund Drive

CHICAGO—Crippled children of the nation will have the champion of champions campaigning for their cause with the acceptance by Bob Hope of the leadership of the 1964 Easter Seal appeal, according to an announcement made by the National Society for Crippled Children and Adults.

Hope, whose list of charitable credits is as long as those of his stage, film, radio, and television career, will direct the efforts of some 500,000 volunteer workers.

## SW Declares Dividend

NEW YORK—The board of directors of Stanley Warner Corporation has declared a dividend of 30 cents per share on the common stock payable Nov. 25 to stockholders of record Nov. 8.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., OCT. 28

## Rowley New TOA Prexy; N. Y. Convention Opens

NEW YORK—John H. Rowley, Dallas, was designated as the new president of TOA at a meeting of the executive committee prior to the opening of the 16th annual convention here.

John H. Stembler, Rowley's predecessor, will become chairman of the board.

A. Julian Brylawski, Washington, D. C., reported to the directors on behalf of the national legislative committee, stating that "all is quiet along the Potomac."

Stembler announced that TOA currently has representatives in all 50 states and has set records for membership. He said that the financial state of TOA is also excellent.

Stembler also urged consideration of a single exhibitor organization immediately for the benefit of the industry. He reported that Hollywood production would be 15 per cent lower this year, but that quality would be higher. Other problems outlined were orderly product release, blind selling and bidding (which he said must be eliminated), adequate clearance of features over tv release dates, false advertising by tv stations regarding their film releases, pay tv, and censorship.

At the first regular convention meeting, opened by Edward A. Fabian, convention chairman, Richard A. Smith, General D-I, Boston, covered the general theatre situation with emphasis on drive-in and shopping center theatres.

He also expressed optimism for the future and said that downtown theatres will survive and prosper after their number levels off.

E. LaMar Sarra, vice-president of Florida State Theatres, was concerned with legislation affecting the industry nationally and locally.

Architect Drew Eberson discussed theatre construction, costs, and methods of building and leasing theatres.



General sales manager Melvin L. Gold, who presided over the recent national sales convention of National Screen Service branch managers at the Ascot Hotel, Chicago, is flanked (left) by Burton E. Robbins, chief executive officer and president, and Walter E. Branson, vice-president in charge of distribution.

## THE GOOD FIGHT

The Anti-Defamation League Luncheon on Nov. 1 at the Americana Hotel, New York, will honor Paramount president Barney Balaban for his contributions to the never-ending fight against prejudice and discrimination.

They have chosen a guest of honor who well deserves these plaudits. It is common knowledge that the motion picture industry has always been color-blind and tolerant in its racial and religious attitudes. Balaban has always been in the industry forefront in the effort to stamp out bigotry.

The ADL, on their 50th anniversary, "seeks to secure justice and fair treatment for all citizens." Barney Balaban has believed in these goals all his life.

We join his friends in and out of the motion picture industry in offering a hearty "Well done, Barney! Keep up the good fight."

JAY EMANUEL

Philip Harling, chairman of the TOA Anti-Pay TV Committee, and Eugene V. Klein, president of National General Corp., tackled the sticky question of what to do about television, notably pay tv.

Klein told the delegates that the recent breakthrough in closed-circuit color theatre television offers exhibitors their "greatest opportunity in history" to become leaders in the entertainment world.

Harling told the delegates that without an adequate, guaranteed supply of first-run motion pictures, pay tv would fail. He said that motion pictures, radio, and free tv have developed and created their own product, while pay tv must take from all three to exist. He said that Subscription TV, seeking public underwriting to the tune of \$33 million, is using the Giants and Dodgers baseball games as come-ons and that, in actuality, they "would be the wedge to obtain first-run motion pictures."

Harling said that the Supreme Court has upheld the right of groups like exhibition to "say and do anything to discredit their claims . . . when these claims are pie-in-the-sky promises which will cause mortal injury to our business."

He said that "if these matters have not yet penetrated those who oppose us, then it is about time they realize that the gauntlet has been laid down and will not be withdrawn until the ultimate goal is reached—that pay tv is not in the public interest and that motion pictures properly belong in the theatres for which they were made."

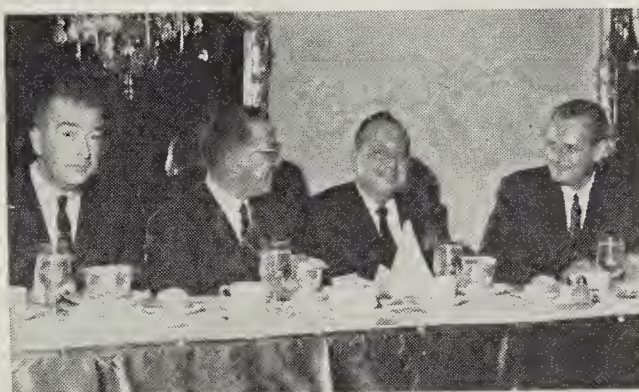
He urged exhibition to muster all the support it can for two bills introduced to this session of Congress by Congressmen George Huddleston of Alabama and Emanuel Celler of New York. He said that if the measures are enacted, pay tv in the home will be barred.

Klein said that exhibitors should face the fact that pay tv is a reality, but "it's up to us to put it where it belongs and can achieve its greatest impact—in the theatres of this country."



# The eyes of the industry turn to New York- scene of Allied's 1963 CONVENTION

The camera catches conventioners Jack Armstrong, president, Allied, and Ben Marcus, board chairman at Top Left. At Top Right, Wilbur Snaper, revealing plan to buy films nationally. Center, Harry Brandt and Embassy president Joe Levine. At center right, convention chairman Irving Dollinger, Armstrong, Samuel Z. Arkoff, executive vice-president of A.I.P., and James H. Nicholson, president of A.I.P. Bottom, Burton Robbins, president, NSS; Armstrong, and Mel Gold, general sales manager, NSS. Levine, Elizabeth Ashley, "Carpetbaggers" star, and Armstrong.



## 1,000 Delegates Hear National Buying Plan

By MEL KONECOFF  
NEW YORK EDITOR

NEW YORK—The 34th annual convention of the Allied States Association of Motion Picture Exhibitors took place at the Americana Hotel here and boasted the largest attendance in history—700 at the start were registered and 1,000 were expected to sign in by the time of the closing banquet.

Prior to the start of business, the board of directors re-elected the present slate of officers headed by president Jack Armstrong. Also chosen was next year's convention site; Detroit, October 19-22.

The proceedings got under way with a welcome by convention chairman, Irving Dollinger and the keynote address by board chairman, Marshall Fine, which was reported earlier.

Armstrong expressed hope that from the sessions would come leadership needed in exhibition, distribution and production. The time for concerted action, he said, is now.

### National Buying Proposed

Wilbur Snaper provided an idea that set the convention on its ear—he thought that a national buying committee should be organized to negotiate with the distributors for one or more roadshow or special films for all the member theatres of Allied who wanted to participate and the distributors would have

to listen to voices backed by several million dollars and possibly several thousand theatres. Right now, individual buyers are given rough treatment when they try to obtain roadshow or special pictures. These are really knocking out the independent operations and the sales staffs in the field don't mean very much when it comes to these deals. The response was electrifying with immediate action requested and the proposition was submitted to outstanding lawyers who admitted it had merit, but with reservations.

Further investigation was in order and Snaper pledged he would not let it die. He contended that theatres are selling themselves down the river with roadshows with only one out of ten making money in his experience. We've lost mass entertainment, which is what we need in our industry. He charged that less people than ever are seeing pictures than ever before; less theatres are showing top pictures than ever before; the customers of the film companies are making less money than ever before and stockholders are being handed a disservice when the companies pass up profitable deals. The stockholders ought to ask for an analysis of how pictures are sold and the policies that limit the number of sales of some pictures. He joked that these days, his switchboard operator buys the 50 per cent pictures so rare are they. Also, millions of people don't see some of our best pictures because hundreds of theatres can't afford to buy them. Some have to buy a losing picture at fantastic terms just to lend a little dignity to the theatre.

### Availabilities A Mess

The trade practices session saw Sol Horowitz, Allied of Illinois, outlining problems ap-

plicable to Chicago and elsewhere as well: Longer than usual clearances are not needed for many pictures; raising admission prices for extended runs doesn't always pay off for this leads to an artificial gross and potential trouble; availabilities of the film companies are in a horrible mess—they want only holiday playing time and their thinking is dangerous; they want to satisfy their stockholders; they don't know what to do with some of their pictures.

He opined that when a company goes all-out, the result is reflected in grosses such as "The Haunting," which became a boxoffice success when Metro mounted an active campaign; "Jason and the Argonauts" became a good grosser because of an extensive TV campaign; "The VIP's" was doing well but it could do better with a better campaign.

Harrison Walcott spoke on orderly release. Since films must battle for the entertainment hours of the public and orderly distribution of pictures can help exhibitors. He paid tribute to Ed Hyman, orderly release advocate, for his efforts on behalf of orderly release. At present the distributors have more pictures that they would like to play during the holiday periods than there are theatres to handle them. The hold-up of top pictures thusly interferes with the moviegoing habits of the public. More pictures must be produced and the market must become more competitive. If the proper adjustments are made, we can have good product all year 'round.

### Indies Snuffed Out

Veteran Ben Berger was not alone turning to the government for regulatory help if nec-

(Continued on next page)



## ALLIED REELECTS ARMSTRONG AND ALL OTHER LEADERS



Group photograph of Allied leaders shows (STANDING) Albert Aaron, Ben Berger, Ray Vanderhear, Alden Smith, and William Clark. (SECOND ROW) Elmer Nolte, Jr., Harrison Wolcott, James Whittle, Neil Harritz, Sid Cohen, and Jack Clark. (SITTING) Edward Johnson, Irving Dollinger, Marshall Fine, Jack Armstrong, Wilbur Snaper, George Stern and Milton London.

## CONVENTION REPORT •

(Continued)

essary, even in this unprecedented period of prosperity the country is experiencing. He felt that 90 per cent of the small theatres are being snuffed out gradually in a situation artificially developed by a few brains in New York who also decreed the making of fewer higher priced pictures at the price of smaller pictures. The companies are discriminating against the smaller theatres.

He lashed out at the no-look policy and urged a return to yesterday when all pictures were played by all theatres who would pay what they could. Under this plan, many theatres which have closed could re-open and have a chance to remain in business. Perhaps more exhibitors would have even been present but they have not been able to afford the trip. Berger was not above asking that the industry be classified as a public utility and then perhaps closings and conversions of theatres could be prevented. The attitude of the distributors who want only top terms is wrong.

### TV Sellouts

The secretary of National Allied, Edward Johnson, talked of selling pictures to TV without safeguards or clearances for theatres has created an economic threat to our industry. This is especially wrong when theatres are placed with a severe shortage of product. Their re-issue and repeat dates could have helped both theatres and distributors. The large tv grosses have been obtained at the expense of the motion picture industry and he labeled the TV showings a pernicious practice.

The companies ignore the requests and needs of 21,000 theatres as they sabotage their own product. They are playing a game with the exhibitor caught in the middle surrounded by free movies at prime time, rough terms and other hazards. He hoped the distributors will restrict their giveaway of goods films to tv.

Alec Gorshel, a former Mayor of Johannesburg, South Africa, and a former exhibitor, in this country on a visit, expressed interest in the problems of American theatremen and was amazed that despite these they still

had a sense of humor. Concerted action was approved by him stating it was smart not to stand alone.

### Levine Hosts Luncheon

Joseph E. Levine, president of Embassy Pictures, was host at a luncheon and reported signing Susan Hayward to star in Harold Robbins' "Where Love Has Gone" and that he will film "A House Is Not A Home" ala Polly Adler next January, to be produced, written and directed by Clarence Greene and Russell Rouse.

In referring to his ambitious program costing in the millions, he believed that he has done his job and will continue to do so and sell the films to the public. He said he and his associates were doing their share to alleviate the product shortage. The rest was up to exhibitors. Levine was introduced by exhibitor Harry Brandt, who paid tribute to the showmanship efforts of Levine and he prescribed Joe Levine for what ails the industry.

### Marcus Sees New Era

Allied's Ben Marcus felt the industry was embarking on a new era of prosperity and technological advancements. Exhibitors are building because they have confidence in the future, still, they have problems they can't do anything about. Production and distribution can, and he hoped that they would listen to those who would supply a home for their product.

Problems he listed included a need for a steady supply of product and realistic sales policies for seller and buyer. He said that if we had been supplied with good product we would have been in a real era of prosperity all along, but instead we have been doled out product with a teaspoon and then mainly on holidays and during the summer. We drove millions of people into their living rooms with the policies of distribution, which are particularly harmful for the smaller theatres and have contributed to their destruction.

Said he, we must deliver the finest in entertainment at a reasonable admission price all year around, and to the masses, not the classes. People in small towns turn to other diversions while waiting for the big pictures to reach them. It's costing the distributors millions when these problems are ignored as hundreds of theatres have similar problems.

### New Survey Urged

Jack Unger urged a survey of the situations to find those in need of assistance and then a move to impress distributor stockholders with the profit potential being by-passed by the companies.

Kenneth Winograd urged consideration of a merger with TOA to enhance the power of exhibition and work on problems more efficiently. Perhaps a program can then be worked out that the "geniuses" of distribution can understand and with the proper muscle. Organization officers ruled him out of order and offered to discuss this at another time.

### Merchandising Sessions

The merchandising session included appearances by Charles E. McCarthy, executive vice president of COMPO, who explained the function and set-up of the organization and announced a campaign on behalf of the Bill of Rights which will see a 150 foot trailer featuring the President of the United States. He urged all theatres to play it as a public service.

Mel Gold, general sales manager of National Screen Service and president of Associated Motion Picture Advertisers, spoke in his latter capacity stating that AMPA was concerned with the welfare of the nation's motion picture theatres and getting people out of their homes and into theatres and making the latter the focal point for entertainment in each area and town even if teen clubrooms have to be opened by theatre operators. Gold opened the membership lists of AMPA to theatres all over the country and offered to provide programs to help them in public relations, film selling, institutional publicity and in contacting papers locally on a regular basis. Initiation fees will be waived for theatremen wishing to join.

### Put House In Order

Frederick A. Klein, executive vice-president of McFadden-Bartell Corporation, made a pitch on behalf of the fan magazines the company turns out, including Photoplay.

Roy Von der Haar noted that today's emphasis was on culture and he urged exhibitors to join the move.

Neil Houtz, Nebraska showman, urged pride in the fact that exhibitors are a part of show business and a spirit of friendliness and welcome be extended audiences. Smile at your audiences and they'll smile back, he opined.

(Continued on next page)



Hank Tollard, Marcus Theatres of Wisconsin, urged listeners to put their houses in order and get remodeling done since he experienced better business in nine out of ten situations following remodeling. He urged a program on tv in the fall to show off our coming attractions over the six months to come, which would combat the propaganda issued by tv regarding their forthcoming programs of the new seasons. This could be in conjunction with TOA, COMPO, and the distributors. A record version in shorter form could be issued for radio use as well. A brochure announcing forthcoming pictures should be readied and handed theatre patrons as a form of pre-sell. He didn't like tv trailers gotten up by the companies and urged listeners to try and do better, even assembling stills covered by a commentary. Buy prime time on tv instead of cheaper times because it pays off better, and use radio in bunches instead of isolated instances. Get out a mailing piece to area inhabitants, he urged. A discount coupon idea was tried with great success, he revealed, on "Lilies of the Field." Combat tv listings in the newspapers, he urged, by getting newspapers to list feature starting times at theatres alongside, which gives patrons a choice.

### Showmanship Full-Time Job

Columbia vice-president Bob Ferguson reported on how his company gets a picture promotion started from the time the property is purchased, and he decried the lack of merchandising people among the smaller theatres, claiming merchandising can't be done on a part-time basis. Columbia spends a lot of money making a film, and he thought the theatre has a responsibility to let the public know it's coming. You must be showmen, he stated, to stay in show business.

Showmanship was indeed prevalent at a luncheon sponsored by American International, with souvenirs, music, dancing girls, a color trailer featuring Vincent Price and others plugging the forthcoming "Comedy of Terrors." Morey Amsterdam, an AIP vice-president, acted as emcee, and the laughs were plentiful. President Jim Nicholson extended a welcome and expressed gratitude for the friendship of exhibitors, which is making the success of the company a reality. He used the slogan, "How to succeed in business without really crying." Vice-president Samuel Arkoff was high on the future of the business, comparing it to a green valley where all that's needed is plenty of work and fertilizer, and we have plenty of both.

A session on production by the independent saw an address by Ed Svigals, vice-president of Trans Lux Pictures in charge of sales, and he urged exhibitors not to neglect the international picture, which could bring people back into theatres. Don't, he urged listeners, worry about the country of origin of a picture. Rather, he thought a concern for its entertainment potential should be paramount. Since over a million people visited Europe this year, he thought that the market seemed ripe for good pictures that are brought into this country.

Ely Landau, head of his own company, thought the future looked just fine with the proper planning.

### Indies Have New Ideas

Paul Lazarus, Jr., executive vice-president of Samuel Bronston Productions, opined that Bronston was making pictures that many of the majors are afraid to make—large scale ones that are suitable for the entire family. These will come to two per year with several

# Something For Everybody Is Aim As Hollywood Museum Breaks Ground

## George Sidney To Produce 1964 Academy Awards Show

**HOLLYWOOD** — George Sidney, noted motion picture producer-director, has been named producer of the 36th annual Academy Awards presentation, it was announced by Arthur Freed, president of the Academy of Motion Picture Arts and Sciences.

Sidney will be in charge of all details of the production of the "Oscar" Show, April 13, 1964, at the Santa Monica Civic Auditorium. The presentation will be carried over the television and radio facilities of the American Broadcasting Company.

## ITOO Plans Agenda

**COLUMBUS, O.**—One complete session of the state convention of the Independent Theatre Owners of Ohio at the Deshler-Hilton Hotel here Nov. 13 and 14 will be devoted to trade practices, said Ken Prickett, ITOO executive secretary.

Prickett said other topics to be covered include merchandising with special reference to kiddie shows, special repeats of classic films, selling today's product, and 16 mm competition.

Prickett asked exhibitors who have any ideas on subjects which should be aired at the convention to contact him.

smaller films also turned out annually. He expected that the films would please audiences abroad, from which 56 per cent of today's revenue is realized, as well as domestic audiences. He thought we are entering an era of the independent producer-distributor, wherein the true independent is no longer satisfied with the traditional and antiquated distribution techniques. He will probe new methods of bringing his films to the marketplace. Basically, said he, there is not too much wrong with our business. It is a sound industry, and it can live long and well.

The Pepsi-Cola Company played host at a private dinner and show staged at the Latin Quarter night club.

A whole session was devoted to the Premiere Showcase plan, which has bowed in New York City, Buffalo, and Pittsburgh, and many estimated that it would not be too long before the multiple playoff system spread to other parts of the country.

### "Showcase" Sparks Debate

New York exhibitor Sam Horwitz, a participant in the plan, outlined its operation, admitting that his theatre was able to play product he might not have otherwise received. The plan features a number of runs other than downtown playing the same picture day and date. Better grosses, more extensive advertising, higher admissions, and a crack at really new pictures early are some of the benefits cited for exhibitors. The distributor, he opined, gets his money back quicker and more of it. The public gets to see the new pictures sooner.

Meyer Ackerman took the opposing view,

**HOLLYWOOD**—Sol Lesser, president, Los Angeles County Hollywood Museum, was principal speaker at the groundbreaking ceremonies of the \$14 million project, before an estimated audience of over 10,000 persons.

Said Lesser, "It is our intention, and the good intentions of Los Angeles County, to have something for everybody in the Hollywood Museum. . . . For all who visit the museum there will be everlasting memory of an industry which in 50 years grew to an important segment in the way of life for millions and billions the world over. . . . In the brilliant histories of our four professions, milestones have been met, passed, and left behind. They will all be here: Sets to see, films to watch, sounds to remember, productions of television and movies in making."

County Supervisor Ernest Debs, Mary Pickford, and Board of Supervisors chairman Warren Dorn joined the notables at the event, for which Walt Disney and Jack L. Warner were co-chairmen.

Lionel Hampton represented the recording industry; Disney the tv industry; Gene Autry, radio; and Rosalind Russell, films.

Governor Edmund G. Brown and architect William L. Pereira spoke. Dr. Albert Hibbs, California Space Technology, introduced the new Lesser beam communication demonstration, while UCLA Chancellor Franklin Murphy and Dr. C. C. Trillingham, supervisor of county schools, also were on the program.

Hosts included Robert Young and Ronald Reagan, while assisting in the actual groundbreaking were Ricky Powell, son of the late Dick Powell, and Joan Blondell.

opining that it was unneeded and that it was destroying the time tested system of getting pictures to audiences, which do not understand the plan. It is pitting one exhibitor against another and is an instrument for blind bidding. The exhibitor is offered nothing new here except higher terms, as there have always been saturation playoffs, and many of the attractions are merely second features sold at high percentages. Bidding is used not only in the first runs but in the subsequent runs as well, he claimed. It is arousing unions who want to renegotiate existing contracts. It is forcing the public to go outside their local area for film entertainment and audiences no longer know whether a picture will ever come to their local theatre. He believed it was canceling out 10 years of exhibitor gains as regards the run of films, and some sub-runs could even be put out of business by this move. The up-and-down fluctuation at the boxoffice doesn't sit too well with the public, he thought, and the future is uncertain picture-wise and pattern-wise. He was of the opinion that what was needed in this billion-dollar industry are more statesmen.

While Horwitz thought that the showcase plan added another circuit where only majors existed, he admitted that there were certain flaws in the plan. Ackerman was of the opinion that the distributors don't want the independents, and should the circuits decide to join the set-up, the independents will probably be on the outside once again. It has caused the art houses distress since they are being deprived of some of their product, which is now being played by the major circuits to

(Continued on page 8)



# Puerto Rico Antitrust Suit Settled; Commonwealth To Build New Houses

SAN JUAN, PUERTO RICO—Settlement of the Puerto Rico government antitrust suit against Commonwealth Theatres of Puerto Rico, Inc., and other exhibitors has been announced.

In a statement made by Celestino Morales, Jr., attorney for Commonwealth Theatres and associated defendants, it was noted:

"The action filed Aug. 30, 1963, by the Commonwealth government against Commonwealth Theatres and other exhibitors, is terminated by the entry of this final judgment, which entails no admission of any violation of law by any of the defendants."

The judgment, which was based upon an extensive study conducted by the government and aims at guaranteeing free and open competition for films and movie patrons, was filed in the Superior Court of Puerto Rico, San Juan, and approved by Honorable Judge J. Rivera Barreras on Oct. 17, 1963.

The provisions of the settlement enjoin Commonwealth Theatres from renewing an agreement made Nov. 6, 1953, concerning the Llamas Theatre Circuit, and provides that in the Ponce area, Commonwealth Theatres divest itself of three of its 11 theatres. The Llamas Circuit has been operated by Commonwealth Theatres under a lease expiring Oct. 31, 1963.

Counsel for Commonwealth noted that a government study on which the settlement is based showed that new theatres were badly needed on the island.

"The settlement does not restrain the construction of new theatres by Commonwealth Theatres," Morales stated.

Thus, the company has been specifically encouraged by the government to continue with its current building program, which includes the construction of a Cinerama theatre, the island's largest indoor theatre, and its first art house. Furthermore, in order not to prevent the company from continuing its program of diversification, which includes construction of a 12-story office building in San Juan, the settlement provides that any theatre property may be purchased by the company for purposes other than theatre operation.

The judgment specifically provides for the following:

First, that the defendants may not renew a lease between Teodulo Llamas and Cobian Metropolitan, Inc., as a result of which the Llamas theatres have been operated as part of the Commonwealth Theatres 44-house circuit. The lease covers 11 neighborhood houses and three first-run houses in the greater San Juan area.

Second, Commonwealth Theatres in restrained from adding to its circuit, for a period of five years, more than three theatres which are presently existing in the greater San Juan area. However, any theatre, including any presently operating house, which is subsequently closed in good faith, may be acquired.

After the five year period, the defendants may acquire any number of presently existing theatres unless such acquisitions will substantially lessen competition.

The agreement also provides that the defendants may acquire and operate theatres to replace any theatres which they had ceased to operate.

Morales, attorney for the defendants, ob-



Columbia Pictures vice-president Sol Schwartz, center, and Mrs. Schwartz recently hosted a cocktail party in the Rodeo Room of the Beverly Hills Hotel to welcome Romy Schneider to Hollywood. Vince Edwards, left, and Schneider are among the stars of "The Victors," a forthcoming Columbia release.

## Col. Promotes Morgan

NEW YORK—Herb Morgan has been appointed assistant controller of Columbia Pictures, reporting to Arthur Levy, controller.

Morgan came to Columbia Pictures in 1946 after three years of wartime service in the U.S. Army Air Corps and has served in various departments and subsidiaries of the company, including seven years' service in Columbia Pictures International Corporation.

## Castle Shifts To U

HOLLYWOOD—Completion of negotiations with William Castle, one of Hollywood's foremost producers of suspense pictures, for Castle to move his production company to Universal were announced by Edward Muhl, Universal vice-president in charge of production.

Castle has completed his eight-picture commitment with Columbia.

served that Commonwealth Theatres has agreed to the terms of the agreement in order to avoid any slowdown in its current expansion and diversification program. The company, in addition to operating the island's leading theatre circuit, is engaged in vending and concession operations. With the erection of the 12-story Cobian Center next year, it will make its formal entry into the field of commercial real estate.

When asked about the effect of the termination of the arrangement with the Llamas Circuit on the company's operations, Rafael Ramos Cobian, Commonwealth Theatres' president, noted:

"Commonwealth Theatres had intended not to renew the 10-year lease which expires this month and under which we had operated the Llamas Circuit as part of our theatre chain.

"The reason for this decision is that 11 of the 14 theatres in the Llamas group were neighborhood theatres which had actually been operating at a loss.

"The three new theatres we are opening next year will more than off-set the loss of the three first-run Llamas houses. Thus, from the standpoint of our over-all operations, the ending of our arrangement with Llamas is of no significance."

## CONVENTION REPORT •

(Continued)

make up for a lack of films that would have been provided by the showcase companies, United Artists and 20th Century-Fox.

### A Lemon Is A Lemon

George Stern of Pittsburgh admitted that his area has not had enough experience with the plan, and it differed from the New York set-up. He did resent attempts to divide the exhibitors and pit one against the other. Participating exhibitors no longer run their own theatres, he claimed. The only thing not being dictated are the admission scales. Also, if a picture is a lemon, it's a lemon, showcase or not. Buffalo's Sid Cohen also admitted that it has not played long enough there to form conclusions. He wryly noted that his opposition was doing well playing pictures he wouldn't have ordinarily gotten had he not been chosen as a showcase participant. A floor discussion showed there was mixed reaction. Moderator Wilbur Snaper urged the assemblage to give the system thought as there is every indication it will spread wider and wider.

The National Screen Service luncheon saw a welcome extended by president Burton Robbins and general sales manager Mel Gold, putting on a preview of holiday accessories which recognized a need for new items in theatres. Universal vice-president and general sales manager Hi Martin spoke on behalf of the Will Rogers Hospital and solicited continued support on behalf of that worthy industry institution. He also presented Sid Cohen, head of Allied of New York, with an award for his outstanding efforts on behalf of the Hospital. Jim Nicholson and Sam Arkoff, heads of AIP, were honored as producers of the year, with inscribed silver bowls for their contributions to exhibition. Arkoff, in accepting, noted that they ran their own company, refusing to bow to actors, agents, or promoters. He said, "It's not our intention to let the flies take over the fly paper." Nicholson extended thanks on behalf of all in the company and to his listeners for being customers.

### Realistic Terms Needed

"A Look Into The Future" was the label attached to the final business session, and this one saw Nicolas Reisini, president of Cinerama, Inc., review the history of the industry and the urge to co-exist with tv, pay-tv, and other forms of competition, although a change in the mode of operation is indicated. He was pleased that many have accepted the new ideas fostered by Cinerama, and he dwelt on the dome-shaped theatres that spell out the Cinerama operation of the future. Terms, too, must come in for a change, he thought, blasting the 90-10 deal as a so-called commandment of the industry which has caused the exhibitor to inflate his "nut." Wouldn't it be better to get together on realistic terms, he asked. Exhibitors shouldn't be pushed into legal larceny, he thought.

He decried those who opposed changes in the industry which are necessary, else we will be swallowed by some of our competitors. More people and more leisure hours are on the way, and we should be in there fighting for the public's spare time and money. New pictures, new theatres, and new policies will see a very profitable era emerging in the industry.

John McNamara, theatre architect, was on

(Continued in next column)



hand to answer questions, and he opined that conventional theatres cannot be converted into dome theatres, despite a great deal of exhibitor interest.

### Case For Theatre TV

Nathan L. Halpern, president of Theatre Network Television, commented in detail on theatre television, and he noted that exhibitors are faced with the fact that they must attract special audiences. He urged the transformation of theatres into community "Communications Centers." Through large screen closed-circuit television, the theatre of tomorrow will be able to supplement its basic movie fare by the presentation of special entertainment events such as Broadway plays, operas, ballets, sports, as well as industry meetings and educational sessions. The movie house can become a place where important things happen as well as a center for entertainment.

In response to questioning, he admitted that equipment is presently available; that an installation can cost between \$40,000 and \$50,000; that formal programming has not been established as yet; that theatre television can start immediately, something not possible for pay tv in the home; that the number of theatres necessary will depend on the attraction; and that in some cases 100 installations will be sufficient and in others several hundred will be required.

The convention's closing banquet featured a presentation, "History of the Movies," produced by Morton Sunshine, convention director, and stressed the growth of the motion picture theatre with stars in the leading roles. Harry Brandt was presented with the Showman of the Year Award at the dinner which was sponsored by Coca-Cola. A preceding party was sponsored by the Carbon Products Division of Union Carbide.

### Little Exhibitor Speaks, Allied Convention Listens

Mrs. L. C. West, Strand Theatre, Mt. Vernon, Idaho, sent Irving Dollinger, Allied convention chairman, the following letter which was read at the trade practices session.

"Received so many fine bulletins on the convention to be held next week even though I can't go, I have enjoyed the bulletins received and I am sure it will be a wonderful convention, it couldn't be otherwise with such a program!

"I have a word for Allied to try to get across to the producers to try to make them realize the value of the small theatre! Some act like they wish there were no such thing, a nuisance! (not all, and of course some of the branch managers are annoyed by the little accounts and the poor little theatres wanting some good new pictures!).

"But . . . the little theatres are just a reminder that there are motion pictures still being shown. If nobody sees them (the motion picture theatre) in the little town itself, tourists see them! This year, one stopped, said to me, 'I am glad to see a little theatre in a small town. There aren't many left anymore the country over! Closed they are a bad omen and cause talk (like the closed banks). 'Picture business is bad!'

"The little theatre teaches the kids the theatre-going habit—learn to go to the movies there! The cities potential customer.

"Too many producers putting pictures out on percentage and ignoring the little theatre that must have some of the good and the new to exist!

"Just how many New York producers' home offices understand the dilemma? (One or two and that's about it). They must be informed in the value of small accounts!"

# 1963 Economic Census To Include Film Industry; Feb. 29 Deadline

WASHINGTON, D. C.—Firms producing, selling or servicing the theatre industry—both live and motion picture—will take part in the 1963 Economic Censuses, covering manufactures, mineral industries, business and transportation, the Bureau of the Census, U. S. Department of Commerce has announced.

The censuses are taken every five years, and all firms are required to report, under terms of the Census Act. The law provides that information concerning an individual firm must be kept confidential and may be used only for statistical purposes. File copies retained by the firm are also immune to court orders and other legal processes. Every Census Bureau employee takes an oath not to reveal information concerning an individual or firm contained in a census report.

In addition to their use in guiding decisions in business and government, the Economic Censuses have recorded the growth of the nation's industrial and business economy for a century and a half. The Census of Manufactures was taken first in 1810; Mineral Industries in 1840; Business in 1929; and the Census of Transportation is being taken for the first time in 1963.

The censuses will be conducted entirely by mail, with forms going to large multi-unit firms in mid-November, but with the bulk of the forms being mailed about mid-January. Deadline for filling out and returning the forms is Feb. 29, 1964.

Census Bureau officials indicate that they prefer forms to be returned promptly even if it is necessary to use some estimates rather than delayed past the deadline to permit auditing. This policy is designed to reduce the burden on all firms and to speed up publications of reports.

Each firm will receive a Census form with questions designed to fit its major line of activity. Questions are similar to those in the last Economic Censuses, covering 1958, and were decided on after consultation with several thousand representatives of different industries and businesses. Most firms will fill out only one form, but those with multi-unit operations will fill out a separate form for each "establishment."

Each firm will report its kind of business, location, type of ownership, dollar volume of business in 1963, size of payroll in persons and dollars.

Questions included in all wholesalers' forms in the Business Census cover dollar volume of sales to different classes of customers, such as retailers, other wholesalers, exporters, etc.; operating expenses and inventories; receivables and bad debt losses; warehouse and

other inventory space; type of operation; and sales by commodity lines.

Manufacturers' sales branches and sales offices in the motion picture industry will receive Form CB-51L, "Instruments, Photo Goods, Jewelry, Coal, and Miscellaneous Products," with applicable questions similar to those on the wholesalers' forms.

These forms request information on sales, during 1963, of motion picture equipment, among other things.

Firms distributing theatre and studio equipment (except photographic) will receive Form CB-50R, "Sporting Goods, Jewelry, Art Goods, Farm Supplies, and Related Trades." This form includes a question of interest to those that supply theatres. Under "Photographic, Amusement, Sporting Goods" is a request for specific data on theatre, studio equipment, accessories, mounts.

Firms in the motion picture production or distribution business will receive Form CB-78A, "Motion Picture Production, Distribution, Service." This form first seeks to establish the precise type of business the respondent is engaged in, such as distributing or producing motion picture films or tape, either for theatre or tv presentation, or in services allied to production or distribution, such as film processing, delivery or booking.

Asked also is information on "Pictures completed during 1963" and those "in production" during the year—for both feature length and shorter pictures.

Receipts from various sources such as distribution of movies in the U. S. or abroad; from rentals of films; and from leasing old theatrical films to television, etc., also must be reported.

Those in the motion-picture exhibition business will receive Form CB-78B, "Motion Picture Theatres." This asks first if the respondent is operating a "conventional" theater, or a drive-in. The questionnaire includes also questions on paid admissions, theater capacity, multiple features; and on films leased in 1963; it also requests information on receipts from admissions, and from refreshment sales.

Firms that present live theatrical amusement will receive Form CB-79A, "Theatres, Other Establishments in which live Theatrical Shows are Presented; Theatrical Producers; Bands, Orchestras, Entertainers, Dance Halls, Dance Schools, and Studios."

This form asks information on receipts from customers; other receipts including those from the sale of food, refreshments, and alcoholic beverages. Asked for also is the number of tickets sold in several price brackets.

## 10,427 Features On TV

NEW YORK—There are 10,427 features (theatrical films) in current release for television, according to the fall-winter issue of the TV Feature Film Source Book, just published by Broadcast Information Bureau. This edition is the 17th researched and published by BIB in the past 13 years. Of the 10,427 feature films available to tv, 2,997 are post-1948 and many are as new as the last three years. Some 1,205 features are available to television in color. Of the 533 titles released

in the past year, 416 are post 1948 titles, with 307 being U. S. product, 157 being British, and 69 being Italian, French, or German.

Current packages in release are bringing the biggest fees from stations since the first release of feature film to tv, points out the editor Julianne Dupuy. The "adult stance of many foreign pictures still represents a problem for many station program managers," Miss Dupuy further points out, "since sponsors, even those only buying announcements, in the picture scanning worry about audience reactions to frank foreign themes."



# Demonstrations Continue In N.C.; Some Integration Progress Noted

GASTONIA, N. C.—Principal emphasis in efforts to racially integrate motion picture houses in North Carolina shifted to Gastonia as nightly massive demonstrations were launched against two segregated downtown theatres—the Webb and the Center.

The initial march followed a mass rally at a Negro church at which the Rev. B. Elton Cox, High Point, N. C., field secretary for the Congress of Racial Equality, spoke. Both theatres had been closed prior to the demonstration.

At the Center, between 150 and 200 Negroes, some dressed in choir robes, gathered, and a Negro minister prayed as policemen stood by. The marchers left after about 10 minutes and police cleared traffic on Main street so they could return to the church.

The second night the demonstrators increased to about 300, some of them white, and again there were no incidents. However, on the third night the demonstrators were harrassed by what police described as an unruly crowd of spectators. As a result of the heckling, the City Council met in emergency session the next day and put teeth in an already-existing ordinance which gives police authority to break up any gathering of hecklers witnessing a lawful demonstration.

When the demonstrators staged another march that night, police arrested three white youths on charges of refusing to obey an officer to move on as some 1,500 white hecklers gathered at the scene.

On the fifth night of the demonstrations, the marches were staged earlier than usual, and only a few white persons were on the streets. Only around 100 demonstrators participated compared with several hundred on previous nights. As in previous incidents, the Rev. Leroy Worth, a Negro, again tried to buy tickets at both the Webb and the Center, and when the cashiers declined to take his money held up a dollar bill and announced to all present, "Again, ladies and gentlemen, I have American currency, as I have had night after night." He promised that demonstrations would continue at both theatres until both are desegregated. The few white spectators on hand watched quietly, and there were no jeers.

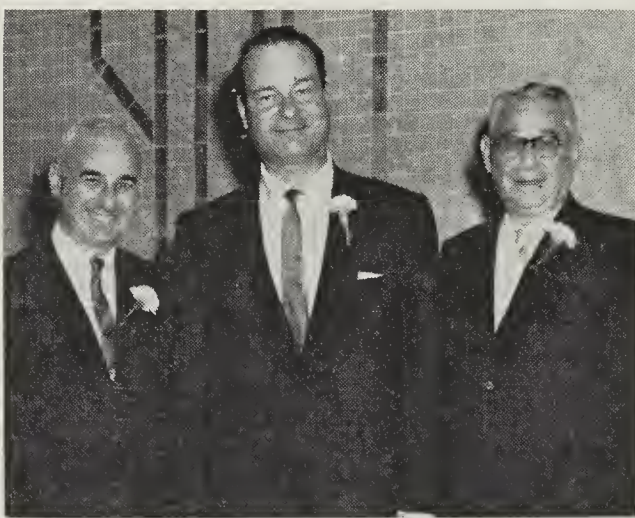
As the nightly demonstrations neared the end of their first week, no demonstrators had been arrested, and there had been no incidents or violence in connection with the demonstrations, although police said they had feared they might lead to violence without the beefed-up ordinance.

Negro members of the Mayor's Board of Human Relations disassociated themselves from the marches.

Restaurants in Gastonia have been desegregated without incident, but the motion picture theatres still are segregated.

At High Point, 18 to 112 Negroes charged with congregating on and blocking the sidewalk in front of the Center during an anti-segregation demonstration Sept. 9, were convicted in Municipal Court, but appealed and posted \$25 bonds each for their appearance in Superior Court. The charges against the others were not pressed (not prosecuted) for lack of positive identification of the defendants.

Police Captain George Leverett testified the Negroes jammed the sidewalk from the



New York's Cinema Lodge of B'nai B'rith and Loew's joined forces in New York recently for the opening of the new Constitution Hall Ballroom in Loew's new City Square Motor Inn. Participants included, left to right, Cinema Lodge president Leonard Rubin; Rabbi Ralph Silverstein; and Jack H. Levin, chairman of the evening.

walls of the building to the curb, making it impossible for anyone to pass or to enter the theatre. He said he was told by the Rev. Mr. Cox of High Point, one of those convicted, that the Negroes were protesting the jailing of several other Negroes in connection with previous demonstrations in front of the Center and that they would remain on the sidewalk until the prisoners were released.

Leverett said the demonstrators remained on the sidewalk for some 30 minutes, preventing passage or entrance to the theatre, or other firms nearby, and marched to jail only after police moved in with tear gas and a fire hose.

At Dunn, 20 Negroes were convicted in Recorder's Court of trespass in connection with recent demonstrations. Judge Woodrow Hill sentenced all to 30-day sentences, and they appealed and posted bonds of \$100 each.

At Wilmington, about 100 Negroes convicted of charges growing out of racial demonstrations at downtown motion picture houses announced that they were appealing their convictions to Superior Court. All had been taxed with court costs in Recorder's Court. They were convicted on three counts: holding a public meeting on a sidewalk without a permit, disturbing public entertainment, and loud and boisterous conduct.

At Wilmington, two anti-segregation leaders were convicted in Recorder's Court of contributing to the delinquency of minors as a result of recent protest demonstrations.

Judge Gilbert Burnett ordered William McDuffie, head of the youth division of the local chapter of the NAACP, to pay the court costs or serve 30 days in jail, and David C. Robinson, Jr., who shared the leadership responsibilities with McDuffie, was fined \$100 and costs and given a 30-day suspended road sentence. Both gave notice of appeal to Superior Court and were placed under bond.

The defendants were arrested following demonstrations at three downtown theatres in which more than 100 juveniles were arrested. Approximately 100 other youths arrested at the same time who were over 16 years old and who were convicted earlier of charges growing out of the demonstrations gave notice that they were appealing to Superior Court.

## Tri-State Exhibitor Unit Plans Convention Agenda

MEMPHIS, TENN.—The 54th annual convention of the Tri-State Theatre Owners of Arkansas, Mississippi, and Tennessee is scheduled for the Chisca Plaza on Nov. 12-13.

The tentative program calls for a pre-convention golf tournament, sponsored by the Variety Club on Nov. 11, followed by a get-together party at the Variety Club in the evening.

The noon luncheon on Nov. 12 will officially open the convention. The theme will be "Showmanship Of '63" with one of the top showmen of the area, Watson Davis, of horror movie promotion fame, conducting a panel consisting of five top showmen of the mid-south. They will present ideas on new product and old, proven ways of making money at the boxoffice.

A cocktail party in the evening will be followed by a western style chuck-wagon dinner and a genuine hootenanny dance with professional dancers to help everyone get into the spirit of the affair.

Wednesday morning's breakfast session will be in the nature of a "Small Town Concession and Showmanship Forum," with Jack Braunagle, Max Connett, Cris Collins, Leon Roundtree, and Bill Slaughter participating.

At the Wednesday luncheon, M. B. Smith will talk on "Showmanship In Action." Film star Dale Robertson will be present, and, for the first time so far as is known, awards will be made to the branch manager, booker, and salesman of the year.

Wednesday evening's cocktail party will be followed by the President's banquet, with the new TOA president to be the speaker. The Showman of the Year award will be made at this time.

A special feature of the convention will be recognition of all past presidents.

There will be plenty of activities for the ladies, shopping tours, theatre visits, bridge, etc.

## Technicolor Earnings Up

NEW YORK — Technicolor, Inc., and its diversified subsidiaries continued the upward trend for 1963 with nine months' net earnings of \$2,444,911 equal to 91 cents per common share on 2,688,071 shares outstanding. Earnings for the like period of 1962 amounted to \$433,850 or 16 cents per share on 2,640,478 common shares then outstanding.

Patrick Frawley, Technicolor's chairman, said that the consolidated sales for the first three quarters of 1963 totaled \$57,495,448, compared with \$42,689,527 for the similar period of 1962, a 35 per cent increase in sales. Consolidated sales and earnings for the nine months' period in 1963 and for the similar period of 1962 do not include sales and undistributed income of the foreign affiliates.

## AIP Moves Up "Comedy"

LOS ANGELES—In response to numerous exhibitor requests, American International Pictures has moved up the release date of its recently completed "The Comedy of Terrors" to the latter part of December, according to AIP sales and distribution topper Leon P. Blender.

The exhibitor response, Blender said, was due to the many high-priced Christmas road-show films on the market and the scarcity of top quality, general run, regular admission-priced films.



## How MGM Is Selling . . .

# MUSICAL HITS SERIES

"MORE STARS Than There Are In The Heavens"—this was MGM's claim back when all America was going to the movies every week. People may be more selective about their entertainment these days, but MGM has more than memories of the golden days. They have the films, and no films are more star-filled than the MGM musicals now coming back to theatre screens to delight a whole new generation.

The live-wire Special Sales Unit at MGM has come up with another series, "World Famous Musical Hits," a lively companion piece to their high rated "Golden Operetta Series." Six great Technicolor musical successes comprise the new series. They are "TILL THE CLOUDS ROLL BY," "WORDS AND MUSIC," "THREE LITTLE WORDS," "THE BAND WAGON," "BECAUSE YOU'RE MINE," and "SINGIN' IN THE RAIN," and in three test engagements they have *doubled* the business of Operetta Series.

The six musicals are being shown in theatres one day only for six successive weeks. This article seeks to tell the industry how it was done; how theatres actually doubled the receipts of the Operettas in Flint and Grand Rapids, Mich., and in Columbia, S. C.

MGM's aggressive trio of showmanship-minded executives who direct the activities of the Special Sales Unit, Fred Schwartz, in charge of the operation; Jack Schlaifer, heading sales; and Si Seadler, promotion chief, were not content with just announcing the availability of the new series. Together with alert theatremen they put on a closely coordinated campaign that paid off handsomely. This campaign, carefully thought out and easy to follow, is now available to all exhibitors.

Incorporating this outstanding distributor-exhibitor teamwork into a 20-page, comprehensive Manual results in one of the most carefully outlined step-by-step presentations we've seen in a long time. Followed carefully, it can be counted on to get big money into the boxoffice.

The Manual covers special gratis announcement trailer; special gratis 16 mm. version of trailer; also special 40 x 60 lobby poster; one sheet; set of 8 x 10 black and white stills; set of 11 x 14 stills; set of eight 12 x 18 musical pennants; window card (reproduction in color of star heads); ads and mats plus publicity mats; theatrical trailer on each picture; and numerous exploitation and promotion tie-ins detailed in how-to-do-it manner.

MGM has produced and is offering gratis the brilliantly colorful nine-minute trailer for the "Musical Hits" series, and it is a show in itself. This is a sure-fire ticket seller and should be an integral part of any exhibitor's promotion. You have to see it and hear it to appreciate fully its potential boxoffice power. Additionally, the 16 mm. version of the trailer is available for showings to schools, civic groups, etc. It will pay the

exhibitor to show it to as many of these groups as can be contacted.

Musicals mean considerable emphasis must be placed on music, and MGM Records will devote the entire month of November to extensive promotion of their Soundtrack Albums with special emphasis on "World Famous Musical Hits." Record distributors throughout the country will receive a full line of accessories, including lobby pennants, one-sheets, stills, the 40 x 60 lobby "posters in action," window cards, 22 x 28's, and an overall display piece for use in record stores, department stores, super markets, drug stores, and other consumer outlets. Key dealers will receive a rear view projection machine enabling them to show the exciting and entertaining Announcement Trailer in store windows and other points of consumer traffic. Local record dealers and distributors will work directly with theatres and will imprint playdate information on accessories.

Here are details of the MGM Records tieup with local theatres: (Complete information will be found in a "Supplemental" page inserted in the big manual.)

(1) A free Coupon of admission to be given to anyone purchasing an MGM Records Soundtrack Album. This Coupon to be good for *one* admission to any one of the Musical Hits shown.

(2) MGM Records to pay theatre 25 cents for each free



POSTER shows the galaxy of stars to be seen in the "Musical Hits" series, and is sure to whet entertainment appetites.





MGM's "Posters in Action" are supplied with snipes that allow exhibitors to change the display for each new attraction while still selling future films in the series and maintaining constant showmanship pressure.

Coupon given for an album purchase.

(3) MGM Records to set up disc jockey contests wherein the Record company will give listeners a complete set of Musical Hits albums as prizes. The suggestion is made that the theatres amplify the prizes with passes, which will increase publicity.

(4) Arrangements to be made whereby record stores and theatres will reciprocally sell tickets and albums, the financial details of which will be worked out locally.

This tie-in figures to be of wide benefit to theatres since the Coupon is good for only one show, but the participating theatres get advertising for all six. Also, the Coupon is good for only one person, who would normally bring another at the full admission price.

The music will also serve as an opportunity to promote free radio time via local disc jockeys, with sheet music tie-ins also a natural. High school band contests, singing contests, barbershop quartettes or other musical groups can also be used to spread the word. And speaking of spreading the word, local newspaper editors will be glad to cooperate on publicity for the "Musical Hits" series. Go personally. Your enthusiasm will be contagious. Show how these films answer the public cry for fine entertainment that the entire family can enjoy together.

Now let's look at the three theatre campaigns for the series that proved so successful. Lew Kirvan, manager, Della Theatre, Flint, Mich., promoted the use of a Buick convertible which he and Morrie Steinman, special MGM field representative, decorated on both sides with colorful banners proclaiming "The World's Greatest Automobiles Greet The World's Greatest Musicals." Banners also featured playdate information.

Miss Lynn Hart, local model, provided sex appeal as "Miss MGM Musicals," and graced the convertible for a full week as it appeared in various places throughout the city, causing no end of excitement and anticipation for the film series. Steinman and Miss Hart also appeared on three radio stations and in a television interview in prime time, Saturday night at 7 p.m. The Mayor presented the keys to the city to Miss MGM Musicals, and the event received considerable newspaper coverage.

Record albums were displayed and records were played at all times in the theatre lobby. 8,000 copies of program flyers were distributed throughout town, and 2,000 were mailed out

by a local radio station along with their weekly program announcements. The theatre's mailing list was also serviced, and all medical offices received copies for waiting rooms.

Cross plugs via the Announcement Trailer were arranged with the circuit's other theatre in Flint. Posters and front of marquee messages were displayed well in advance of playdate at both theatres.

The bannered convertible visited public concerts, with flyers distributed to many of the 5,000 persons attending. Miss Hart also visited local Lion's Club meetings and those of other fraternal organizations.

A cute switch which garnered considerable attention in the downtown area saw Miss Hart presenting a free theatre ticket to a motorcycle policeman who was more in the habit of giving tickets than receiving them. The success of the promotion was seen in the crowds at the Della on opening day.

The campaign at the Eastown Theatre, Grand Rapids, Mich., was launched as Bob Johnson, vice-president and general manager of B & J Theatres, cross-plugged the trailer at the circuit's 4-Star and Wealthy Theatres.

A red Plymouth convertible was promoted, and Miss Hart, as "Miss MGM Musicals," repeated her Flint activities and toured the city's downtown and suburban areas. The car, of course, was properly bannered. Banks, stores, and other buildings and posting areas carried the Musical Hits message via 300 window cards, and 5,000 heralds were distributed at theatres, shopping centers, and affixed to parked cars. Taped interviews were arranged at two local radio stations.

With the help of Steinman, an article was prepared for the Sunday edition of the local paper. A Detroit paper with a branch in Grand Rapids gave coverage to a publicity photo of Miss Hart presenting a set of MGM Soundtrack Albums to the Mayor while elevated in a boom bucket, the type used to trim tree branches.

Record albums were distributed to local radio stations and all played the records on musical shows. Additionally, a paid spot announcement on each show proclaimed the arrival of the film series.

A musical program-listing, distributed by one of the radio stations, carried an advertisement for the "Musical Hits" series. Distributed to many retail outlets as well as to listeners, this proved to be a very successful part of the campaign.

Posters (and snipes) were placed in each of four theatre lobbies, calling attention to the Eastown playdates. Miss Hart also toured shopping centers with a tape recorder that played a recording covering the "World Famous Musical Hits" series, and heralds were distributed in these outlets as well.

The campaign for the Five Points Theatre, Columbia, S. C., arranged by Florence Thomas, manager, featured many of these same successful promotions, including the convertible, a

CONVERTIBLE, appropriately bannered, and lovely "Miss MGM Musicals" spark campaign. Window displays in music stores, etc., also provide away-from-the-theatre showmanship.





local "Miss MGM Musicals," Miss Elaine Bishop, and a tour of the city.

The Columbia State columnist, Bob Talbert, was invited to accompany the beauty queen on her tour, and he did a full length article plus photo. The city's two important papers, State and Record, gave editorial attention to the film series. A preview screening for the press, radio, and opinion makers also promoted press attention and radio time, in addition to considerable word of mouth.

Radio coverage was excellent. Spot ads, 30 and 60 seconds in length, were used Sunday through Wednesday. A special news bulletin spot was made and used every hour on Saturday. "Miss MGM Musicals" also participated in a 15 minute interview on a special radio show which saluted the series and played music from the various albums. The convertible, properly bannered, spread the word by parking in center city and turning the radio on full blast to give passers-by a chance to hear the special program.

Television also got into the act during coverage of a North-South football game. "Miss MGM Musicals" participated in halftime ceremonies and was seen on camera during the game as well. News photos appeared in local papers. With the football season at hand, this is a lively area to penetrate.

Flyers were distributed widely and more than 200 window cards were placed in downtown and suburban shopping areas. "Miss MGM Musicals" was an honored guest at Fred Astaire's School of the Dance, a football coaches' clinic, and a statewide florists' convention.

The Public Information Officer at Fort Jackson Army post also gave complete cooperation during major war games involving 75,000 soldiers in the Columbia area. "Miss MGM Musicals" was given a jeep honor guard and distributed autographs and flyers wherever she went.

All in all, the musical series was given a bang-up campaign. MGM's "World Famous Musical Hits" Manual, which reveals the showmanship hand of Si Seadler, details a finely coordinated campaign that exhibitors everywhere will find useful in generating the best returns from their own series playdates. Alert exhibitors will add their own ideas, based on their knowledge of the local situation, to create as comprehensive and successful a promotion as is possible.



CUT THIS OUT FOR YOUR OWN REMINDER...

# GREAT NEWS CINCINNATI!

The Entertainment Treat of the Year! We proudly bring our patrons M-G-M's NEW series of the Greatest Musical Attractions Ever Made!

**SONGS!**

DANCING IN THE OAK  
BY MYSELF  
THAT'S ENTERTAINMENT  
WITH A SONG IN MY HEART  
BLUE MOON  
THE LADY IS A TRAMP  
JOHNNY ONE NOTE  
MOUNTAIN GREENERY  
THE ANGELS SING  
GRANADA  
BE MY LOVE  
THOU SWELL  
I WON'T DANCE  
WHO?  
LOOK FOR THE SILVER LINING  
WHY WAS I BORN  
THE LAST TIME I SAW PARIS  
CAN'T HELP LOVIN' DAT MAN  
OL' MAN RIVER  
SMOKE GETS IN YOUR EYES  
SINGIN' IN THE RAIN  
YOU WERE MEANT FOR ME  
GOOD MORNING  
I'VE GOT A FEELING  
YOU'RE FOOLING  
SHOULD I  
BECAUSE YOU'RE MINE  
YOU DO SOMETHING TO ME  
ALL THE THINGS YOU ARE  
WHO'S SORRY NOW?  
THREE LITTLE WORDS  
THERE'S A SMALL HOTEL  
—and many, many more!

## 6 WORLD FAMED MUSICAL HITS

ALL IN COLOR!

ONE EACH WEEK!  
**ONE DAY ONLY!**

STARTING DAY & DATE

DAY & DATE <b>THREE LITTLE WORDS</b> FRED ASTAIRE • RED SKELTON ARLENE OAH • VERA-ELLEN	DAY & DATE <b>BECAUSE YOU'RE MINE</b> MARIO LANZA ORETTA MORROW
DAY & DATE <b>WORDS AND MUSIC</b> JUNE ALLYSON • PERRY COMO JUDY GARLAND • LENA HORNE GENE KELLY • MICKEY ROONEY	DAY & DATE <b>THE BAND WAGON</b> FRED ASTAIRE CYO CHARISSE
DAY & DATE <b>SINGIN' IN THE RAIN</b> GENE KELLY • DONALD O'CONNOR DEBBIE REYNOLDS	DAY & DATE <b>TILL THE CLOUDS ROLL BY</b> FRANK SINATRA • JUNE ALLYSON JUDY GARLAND • KATHRYN GRAYSON TONY MARTIN • DINAH SHORE LENA HORNE • VAN JOHNSON VAN NEFLIN

**GREAT MUSICAL NAMES:** Richard Rodgers, Oscar Hammerstein II, Lorenz Hart, Jerome Kern, Irving Berlin, Cole Porter, Sammy Cahn, Bert Kalmar, Harry Ruby, Verdi, Bellini, Brahms and others.

### THEATRE

ABOVE, newspaper ad colorfully presents series to the public, which has responded mightily in test engagements. BELOW, the test engagements at the Della Theatre, Flint, Mich., and the Five Point Theatre, Columbia, S. C., draw huge crowds. Note especially the all-age groups represented in the crowds, proof of the series' appeal to the entire family.





# LONDON Observations

By Jock MacGregor

DURING 1962, 290 cinemas closed, reducing the British total to 2,421 and capacity to 2,420,100 seats. Admissions fell by 54,155,000 to 394,963,000. Gross box office takings dropped by \$8,190,000 to \$159,289,200. These cold, sobering figures have been released by the Board of Trade, yet pictures are still establishing records! There is an enormous demand for the attractions, but for the also rans the outlook is grim. One theatreman recently told me that it was nothing for him to do 11 to 13 hundred pounds one week and drop to three hundred the next. In common with others, the average picture to him is now a rarity.

Riding high these days is United Artists. Monty Morton, Dave Bickler, and Bill Smith all appear to have popping eyes from looking at returns, and to hear them talking, one could easily believe that Britain has already gone over to the decimal system and forsaken the pound. Even their smallest customers seem to be taking thousands! "Great Escape" did a terrific six figure London take; "Tom Jones" then topped it by a thousand pounds; and now "To Ru\$\$ia with Love" is the talk of the trade. In its first 30 bookings it broke 30 records.

If ever there were a public for a picture! They are lining in their thousands. The Odeon, Leicester Square, took \$9,665 more with it than in any other previous opening seven days. The sensational total was \$40,678. Rank's West End controller, Geoff Conway, and manager Peter Hall have never seen anything like the business or the reception the picture is getting. Patrons are lapping it up. In admiring this success, one must not overlook the "Tom Jones" saga. In its 17th week at the 1,186-seater London Pavilion, it was still taking more than many pictures do in their first, despite it being on general release in some 60 suburban houses. "Tom" will gross more than one hundred thousand pounds (\$280,000) at The Pav alone.

AN ARTIFICIAL storage of product for the West End show houses has been created through pictures lining up for release on the two main circuits and producers not wanting them to be premiered and then put into cold storage before release. In consequence, distributors have been looking in their vaults and finding unexpected gold. The Garbo season at the Empire was such a success that a second is to be run in November. "Mister Roberts" was put on at the Warner and took more money in its first week than it did when first shown. Now it is "Columbia Cavalcade of Oscar Winning Films" at the Columbia. Capra's "It Happened One Night" inaugurated this season. At the Carlton, 20th-Fox's Percy Livingstone has successfully revived "All About Eve" and "The Innocents."

THE AMERICANIZATION of "The Americanization of Emily" has begun in earnest. Originally slated for shooting at MGM's British studios, producer Martin Ransohoff has switched to Culver City. This is not the only change. Arthur Hill is directing and not William Wyler, and William Holden has been replaced by James Garner. At the conclusion of London location shooting, there was a May Fair Hotel reception for the cast, headed by Garner, Julie Andrews, and Melvyn Douglas. Columnists sniffed a bit at Garner merely wearing a sweater for such an occasion and were not so impressed with the "he's come straight from shooting" excuse. Many here like, and expect, to see stars looking like stars. We are not to be denied the pleasure of having Wyler work here. Mike Frankovich has grabbed him for "The Collector," which originally had not been thought of as a particularly ambitious project and is taking on ever increasing importance.

DAVID JONES is to be congratulated on the impressive report annual which he has produced for the Variety Club. Telling a magnificent story, it has been magnificently presented. Running to 148 pages, it is a labor of love and will inspire all who see it. The statement of account for the year ending Dec. 31 last shows that no less than \$425,594 were raised through functions, donations, etc. . . . John Ware, one of the industry's foremost publicists, is returning to his first love—journalism. He has joined the Daily Cinema and will relieve 'Willy' Williamson of some of the enormous amount of work which fell on him following the untimely death of Bernard Charman back in the spring. . . . Compton-Cameo is flourishing under Tony Tenser's leadership. To celebrate the completion of their third production, "Saturday Night Out," and a lineup of five new programs, one time ABC theatre manager Tony called a sales conference. . . . Happy anniversary to the Association of Independent Cinemas, led so ably by Hugh Orr, on its 10 years of activity. Newcomer to this group is that very independent independent Herbert Kean, who has made quite a name for himself in the London neighborhoods with his booking policies. . . . Rank has opened its first Cinerama theatre, the Gaumont, Birmingham. "Cinerama Holiday" is holding the fort until "Mad, Mad, Mad, Mad World" is ready. Rank's second Cinerama will be the Queen's, Newcastle on Tyne, opening Nov. 6 with "How the West Was Won." . . . It is no secret that "Bounty" was far from a great success as a roadshow. Now on ordinary release, it is proving a top attraction. Even the experts were caught off guard by "The Birds." It established a record at its West End premiere, but its takings on London release are below expectations. . . . Particularly in the doldrums these days are the continental pictures. Even the best are playing limited dates to limited audiences. . . . Hardly a day passes without an envelope arriving with a Spanish stamp to bring news of Sam Bronston's activities. Henry Hathaway has started directing "Circus World" in Super Technirama 70, with John Wayne, Claudia Cardinale, Rita Hayworth, and Lloyd Nolan starring, for Western Hemisphere release through Paramount. Ace stillsman Ken Danvers has been signed for special photo coverages. Following the success of "Peking in Madrid" half hour tv documentary, "Rome in Madrid" is being prepared for commentary by James Mason as a "Fall of the Roman Empire" plug. It will be centered on the Forum set, which took six months to erect and is claimed to be the largest ever built for a movie.

## Frank Fisher Honored As Canadian Pioneer

TORONTO, CANADA — Frank H. Fisher, vice-president and general sales manager, Odeon Theatres of Canada, Ltd., was honored as "Pioneer of the Year" at the 12th annual award dinner of the Canadian Picture Pioneers at the King Edward Sheraton Hotel during the Motion Picture Theatres of Ontario 22nd annual convention.

Past president G. B. Markell in his address to the convention stated that the past year had been a most successful one. Markell sat in for president William Summerville, who is hospitalized.

Committee chairmen brought favorable reports on amendments to Theatres Act; Minimum Wages Act; and it was said considerable progress has been made on a brief being submitted to provincial committee on taxation for withdrawal of Hospital Tax or at least some reduction.

Eleven of the 12 previous directors of the association were re-elected. The new member of the board is Curley S. Posen, Toronto.

The Hon. E. James Auld, Minister of Travel and Publicity, was the chief representative of the Ontario Government and the City of Toronto was represented by Mayor Donald Summerville.

Margaret G. Twyman, director of community relations for the Motion Picture Association of America, spoke to the 22nd annual luncheon of the Motion Picture Theatres Association of Ontario meeting at the King Edward Sheraton Hotel.

In addition to some 250 exhibitors from the Province of Ontario, the luncheon was attended by provincial and civic officials including Mayor Donald Summerville of Toronto.

Mrs. Twyman's talk was entitled: "An Industry To Be Proud Of," and she noted many of the important contributions that motion pictures are making both at home and abroad. In describing some of her day to day activities in meeting and talking with groups, she said:

"I have numerous opportunities to meet with various segments of the public. During these meetings I try to interpret the film industry . . . its problems as well as its achievements. As an ambassador of goodwill, I follow a few self-imposed rules.

"I never claim that we don't make our share of mistakes, but I try to explain that while our mistakes are perhaps no more numerous than those of other industries, they are immediately given widespread publicity.

"I never claim that all people should enjoy all films, but I try to explain that there are many types of audiences and therefore our producers try to supply all types of film entertainment . . . adding that 'selection' is the key to movie enjoyment.

"I never claim that all young people should see all films, but I do explain that what one teenager could view with great joy and enlightenment might be too mature, in subject and treatment, for some of his friends of the same age.

"Parents are the only ones qualified to make this decision, and it is their responsibility to do so. I try to explain that movies, like other forms of art and literature and theatre, reflect society as it is, not necessarily as we might wish it to be . . . adding that this is a legitimate function of the arts. And, I try to tell my audiences of some of the fine films which will soon be available in their theatres."



# ALBANY

The semi-annual meeting and dinner of the New York State Association of Projectionists was held at the Hotel Utica, Utica, N. Y. IATSE officials from New York City attended while National Carbon Company, Carbons, Inc., Altec Service, National Theatre Supply Company, Albany Theatre Supply Company, and Altec had representatives present. Rocco Monaco, business agent, Utica Local 337, served on the arrangements committee. . . . Edgar S. Van Olinda, film, music critic and columnist, The Times Union, received a 'salute' and a plaque from Greater Albany Chamber of Commerce at a breakfast for honor guests. . . . MGM will not move to the new film center in the RTA Building until December 1. . . . Bill Barrington, general manager, Iselin Theatres, is located at the Trail Drive-In, Sarasota, Fla., for the winter. He will also supervise the organization's other two Sunshine State ozoners. . . . Harvey English, Jr., has closed the Harden, Calicoon. . . . The Mooers, Mooers, near the Canadian border, has reopened on part-time operation. . . . Edward L. Fabian, general manager, Fabian Theatres, and Bernard Myerson, former chief buyer and now vice-president of operations for Loew's Theatres, were in town for the bar mitzvah of the son of Adrian Ettleson, Fabian district chief.

# ATLANTA

R. C. "Dick Setton, branch manager, Universal, was back at his office after a sales meeting in New York. . . . Sympathy to Marie Linkson, Columbia secretary, upon the death of her brother. . . . Harrison Parrott, Cherokee Amusement Company, La Follette, Tenn., reported that his wife was hospitalized there. . . . Ruth Carter, Fine Art Theatre, was recuperating at home from an operation at St. Joseph's Hospital. . . . Syd Whiteman, Progressive Films, was back after a stay in a local hospital. . . . Danny Woodall, owner, Cleveland Drive-In, Cleveland, Ga., closed a deal with Gordon Stonecypher to take over the Gordon Drive-In, Cornelia, Ga. . . . Martha Chandler, booker at United Artists, returned after a pleasure trip to California. . . . Betty Dryden, United Artists' staff, will be leaving in November to go to Baltimore, Md. . . . Members of the Knights of the Ku Klux Klan marched in front of the recently integrated theatres in Savannah, Ga., carrying signs protesting desegregation. They requested a boycott of the Lucas, Wies and Savannah theatres. . . . John and Ruth Carter, owners-operators of two northside theatres, the Capri Cinema and the Fine Art Cinema, announced plans to completely remodel the latter house. . . . Fred T. McLendon Theatres recently took over the Elba, Elba, Ala., from Mrs. Walter Brackin; and the Rose, Hartford, Ala., from Mrs. Al Saunders. Both theatres have been closed for some time. . . . Martin Theatres announced it will build a 1,000 seat theatre in Huntsville, Ala., with work scheduled to start about the middle of November. . . . Fred Jabaley, owner Princess, La Grange, Ga., has taken over from the Lam Amusement Company the Royal, Hogansville, Ga. . . . Film Row was saddened by the death of Jack Mosley, who died in a hospital in Vidalia, Ga. He was for many years associated with the Pal Amusement Company, Vidalia, as booker and buyer. . . . William R. Arnold, formerly in show business in Louisiana, is the new manager of the Strand, Atmore, Ala. . . . Ivan Harbor, who owned the Center Centerville, Tenn. for the past 25 years has sold the house to Mr. and Mrs. M. M. West. : . . Don Shaw, manager,

23rd Street Drive-In, has been appointed by Martin Theatres to manage the Martinique Drive-In, Chattanooga, Tenn., now under construction.

# BOSTON

Dick Richman of Seven Arts, New York, in for promotion of "The Small Violent World of Sammy Lee," which will open at the Capri Theatre. Richman said plans call for setting up telephone interviews with Boston film critics and Anthony Newly, star of the film, which also was a television show in England. Newly is presently starring in "Stop the World I Want to Get Off," legit show on Broadway. Richman conferred with Joe Longo, director of press relations for Sack Theatres, on the promotion campaign for the film. As Seven Arts has no Boston branch office, Edward Ruff Films here will act as sub-distributor. . . . James Stewart will put in appearances for press, radio and television rounds on his new film, "Take Her She's Mine" (20th-Fox), which will open at the Gary Theatre. Harry Weiss, publicity, advertising exploitation director of 20th Century Fox Boston branch office, is in charge of arrangements for the Stewart visit. A press luncheon is planned for the Sheraton Plaza hotel. . . . The New England premiere of the new Stanley Kramer Cinerama film, "It's A Mad, Mad, Mad, Mad, World" will take place at the Boston Cinerama Theatre.

# BUFFALO

Chief Barker Nathan R. Dickman of Tent 7, Variety club of Buffalo, has announced committee chairmen for the Buffalo 1964 convention of Variety clubs International: General Chairman, James J. Hayes; Vice Chairman, Michael F. Ellis, Jr.; Executive Director, George C. Hoover; Registration, Myron Gross; Publicity, Edward F. Meade; Convention Journal, Ingram Sharpe; Greetings and Welcomes, Thomas Fenno; Finance, Harry L. Berkson; Hotel and Housing, William J. Anderhalt; Forums and Meeting Rooms, Dickman; Transportation, James F. Arcara; Entertainment, Dewey Michaels and Bernie Burns; Luncheons and Dinners, Anthony Kolinski; Club 7, Joseph Fox and Clint La-Flamme; Ladies Events, Miss Giannina Pappalardo. The Executive Committee is Berkson, Dickman, Ellis, Fenno, Gross and Kolinski. Tent 7, Variety club of Buffalo honored veteran exhibition executive V. Spencer Balser at a testimonial dinner in the Delaware Ave. clubrooms. . . . William C. Martin, new managing director of the Century theatre and Eddie Jauch of Fox are new members of Tent 7. The 1964 crew of the club will be nominated at a general meeting in the clubrooms at which time Chief Barker Nathan R. Dickman will give his annual report and bring the members up to date on the 1964 convention in Buffalo Election of the Crew to be held on Nov. 11. . . . Al Sees, stage manager of Shea's Buffalo from the time it opened in 1926 until he retired in 1959, died here. Sees was associated with many early Buffalo theatres. He was a native of Rome, N. Y.

Buffalo's changing motion picture scene underwent even further revision when the Circle-Art abandoned its Connecticut street site and moved into the old Varsity. It is now named the New Circle-Art, and much work went into the shift. A new marquee went up and the lobby of the 800-seat house was refurbished. "I guess you might say that the Bohemian days of the Circle-Art are over," declares Fred Keller, managing director, "but our policy remains the

same. We've worked hard to build our reputation as Buffalo's only art theatre. We are determined to cater strictly to the art patrons," he added. "I realize that many so-called commercial art films will go to other houses. We can't compete in bidding for them. But we shall simply have to concentrate on the quality picture. We leaped at the opportunity when the Dipson theatre people offered us the Varsity. It is a fine theatre. It has been beautifully kept and the location is ideal. It makes us part of the University (State University at Buffalo) community. Actually I was always interested in the Varsity, even before we moved into the Circle-Art." . . . We have a very simple policy. We merely want to be the showcase for first-run art films in Buffalo," declared Meyer Ackerman, president, Brian Theatre Corp., when he was in Buffalo to arrange for the taking over of the North Park from the Leci Corp., of which Lou Levitch is the head. . . . The house, renamed the North Park Cinema, is the 13th in a circuit of Brian theatres that extends from New York to Cleveland.

# CHARLOTTE

The Center, Winston-Salem, has just opened under new management. The house, which has been renovated during closing, is under the management of Family Cinemas, Inc., of Statesville, N. C. Jasper L. Jones, former manager of the Lafayette, Winston-Salem, is the new manager. Jones said that the house, located at 427 N. Liberty St., will show two features daily, opening at noon and closing at 11 p.m. He said that the seating capacity of the theatre had been increased during renovations to over 700. The theatre will have an open admission policy to the general public: "for whoever wants to go."

A flat tire thwarted the success of a break-in and robbery of the concession stand of the Circle-G Drive-In near Glen Raven, N. C. Sheriff's deputies found an automobile with a flat tire abandoned on a rural road the next morning at 3 a.m., and inside the car were food, cigarettes, phonograph records, and chewing gum valued at around \$200. John Giddens, operator of the drive-in, was called

**More  
light  
+  
slower burn=  
lower costs**

 **NATIONAL**  
TRADE MARK

**PROJECTOR  
CARBONS**



and identified the loot as having come from the concession stand. No arrests were made immediately, but it was believed that all of the stolen merchandise was recovered.

## CHICAGO

Chicago's Censor Board reviewed 33 films Sept. 1-16. None were rejected and two were labeled "adults only." . . . William L. Picha, in charge of the poster art department of B and K for the last 10 years, has been named as director of the B and K Great States Theatres purchasing departments, succeeding the late Arch Trebow. . . . Joey Heatherton made the press rounds for MGM in her first motion picture, "Twilight of Honor," which opened at the United Artists. . . . Maggie Daley, in her Chicago American column, recently reported that the soon to be constructed Marina City theatre will definitely be a legitimate house for repertory theatre. One of the main topics of conversations among Chicagoans for months has been whether the theatre would be a movie house or legitimate theatre. . . . David Smerling succeeds his late father, Manuel Smerling, in charge of midwest and west coast territory. . . . Kathy Ann Kohlberg, daughter of Stanford Kohlberg, theatre owner, will marry Jerry Polansky. . . . Will Eckhardt, son of Jack Eckhardt, sales manager, 20th-Fox, married Caroline Rogivue at the Congregational Church, Des Plaines, Ill. . . . William Millington, chief movie operator at Balaban and Katz State-Lake, died of a heart attack. . . . John Milton, retired theatre owner, has gone to Greece where he will make his home. . . . Clarence Phillips, veteran theatre supply man, died in Michael Reese Hospital. . . . George Wilmot has been named manager, Studebaker. . . . Edgar Beckman was named manager, Kohlberg DeLuxe Outdoor theatre, La Porte, Ind. . . . Tom Gorman, publicity staff of Balaban and Katz, married Sharon Wiley. . . . Dominic J. Zelen, chief movie operator at the Oriental, and his wife celebrated their 50th wedding anniversary. He plans to retire and move to California. . . . Jerry Polansky has been named district manager for the Skyline and DeLuxe Outdoor theatres, recently taken over by the

Kohlberg Circuit. Mayme Manuel was named manager of the Kohlberg Bellvue Outdoor.

## CINCINNATI

"Theatre Owners of Ohio Valley" held its first meeting at a luncheon in Variety Tent Three's new quarters in Vernon Manor with president Michael Chakeres, Springfield, presiding. "Theatre Owners of Ohio Valley," chosen unanimously as the name for the newest TOA unit (abbreviated "TOOV") was the first item on the agenda. Appointments included David Staadecker, Cincinnati attorney, as legal advisor, and Ben T. Cohen, the unit's secretary, official representative to the national convention in New York. Committee chairmen appointed include: Films, Martin Shear, Cincinnati; legislative, Ben Geary, Athens, O.; public relations, John Hewitt, Bethel, O.; and finance, J. Waller Rodes, Lexington, Ky., the unit's secretary. Among those attending were Ed Hyman, Huntington, W. Va.; Ohioans, Hank Davidson, Lynchburg; James Chakeres, Washington, C. H.; Robert Keyes, Jack Keyes, John Holakan, Dayton; James McDonald, William Onie, Howard Ackerman and Bert Goldman, Cincinnati.

## COLUMBUS, O.

Hunt's Cinestage is closing its run of "Lawrence of Arabia" on Oct. 22. The desert spectacle opened July 10. Owner Herman Hunt is recuperating in Cincinnati from a recent illness. . . . RKO Palace has discontinued newsreels but will show occasional Fox Movietone news specials. Manager Ed McGlone announced an expanded program of color cartoons and other shorts. . . . Manager Robert Gates, RKO Grand, presented Gene Johnson and Pam Rothermel, Ohio State University students, with gifts when Johnson purchased the 100,000th ticket for "How The West Was Won." Gates estimates that 30,000 of the ticket buyers were from out of town. . . . Glennette Hann has resigned from the Barcroft Advertising Agency, which has many theatre accounts. . . . Fred Oestreicher, theatre publicist, was vacationing in Aspen, Colorado.

## DALLAS

To the first 200 viewers who write a postcard to "Julie Benell" WFAA-TV, Dallas Interstate Theatres is offering a preview of the new John Wayne starring film. Each viewer will receive tickets for two. . . . Angels, Inc., a local organization which was formed to support a school for the training and education of mentally retarded children, will sponsor a benefit showing of "The Music Man" at the Circle. . . . Norm Levinson, general manager and advertising-publicity director of Trans-Texas Theatres, is scheduled to go to New York where he will conduct a seminar on art theatre operation for the Theatre Owners of America convention. . . . Richard M. Hartgrove, who has been active in exhibition and distribution in the state since he started work as an usher in 1940, has been appointed general sales manager of Diamond International Films, which was organized here last February. Diamond plans to start its own production company, later. The company now is releasing an exploitation double bill consisting of "Naked Youth" and "Beauty in the Cave." . . . Trans-Texas Theatre has announced that a \$150,000 face-lifting will be given the circuit's Hollywood in Fort Worth, Tex. The extensive remodeling will include a new marquee, front, lobby, box office, concessions stands, rest rooms, mezzanine, fixtures, lighting, decorations and carpeting. New foam cushioned seats will be installed with more than 400 of the present seats to be sacrificed to give roomier seats and leg room to patrons. The Hollywood is expected to be shut down for three weeks in December with a reopening date scheduled for Dec. 23. . . . A series of six "World Famous Music Hits" from MGM will start a once-a-week showing at the Wilshire and Vogue. The same package is also scheduled to open on the same date at the Village, Houston, Tex., Varsity at Austin, Tex., and the Broadway in Galveston. . . . Doug Desch and Sebe Miller of the local Buena Vista film exchange, have returned from a sales meeting held in Los Angeles, Calif. . . . Tom Bridge and Ed DeBerry, new southern sales manager, conducted a recent sales meeting at the Paramount film exchange.

# Area Film Exchange Listings

## NEW HAVEN

ALLIED ARTISTS—254 College St.—562-7036—John Pavone, Mgr.  
AIP—254 College St.—776-3909—Sam Germaine, Mgr.  
COLUMBIA—254 College St.—777-4706—Walter Silverman, Mgr.  
MGM—1890 Dixwell Ave.—288-9201—Connie Carrou, Mgr.  
PARAMOUNT—1890 Dixwell Ave.—288-3869—Henry Germaine, Mgr.  
GEORGE SOMMA—24 Linde St.—933-9313—George Somma, Mgr.  
TWENTIETH-FOX—136 Grafton St.—865-1929—Sal Popolizio, Mgr.  
UNITED ARTISTS—254 College St.—562-9983—Irving Mendelson, Mgr.  
UNIVERSAL—P. O. Box 922—777-6466—James Kelly, Mgr.  
WARNER BROS.—254 College St.—777-4751—Angelo Lombardi, Mgr.

## SEATTLE

ALLIED ARTISTS—2401 Second Ave.—MU 2-2460—Edmond D. Cruea, Mgr.  
BUENA VISTA—2330 Second Ave.—MAin 4-0186—E. J. Piro, Mgr.  
COLUMBIA PICTURES—2415 Second Ave.—MAin 3-5349—James Beale, Mgr.  
FAVORITE FILMS—2316 Second Ave.—MAin 4-6234—Bob Parnell, Mgr.  
METRO-GOLDWYN MAYER—2405 Second Ave.—MAin 3-4056—Duke Douglyn, Mgr.  
TWENTIETH-FOX—2421 Second Ave.—MAin 3-7815—Carl D. Handsaker, Mgr.  
PARAMOUNT—2312 Second Ave.—MAin 2-4287—H. W. Haustein, Mgr.  
UNITED ARTISTS—2403 Second Ave.—MAin 2-3788—Jack Partin, Mgr.  
UNIVERSAL—2401 Second Ave.—MAin 2-3245—James B. Mooney, Mgr.  
WARNER BROS.—2704 Second Ave.—MAin 2-0046—Jean Spear, Mgr.

## DES MOINES

COLUMBIA—515 13th St.—243-0105—Bill Dippert, Mgr.  
METRO-GOLDWYN—MAYER—1216 High St.—AT 8-1071—Vincent Flynn, Mgr.  
PARAMOUNT—513 13th St.—288-3638—Charles Caligiuri, Mgr.  
TWENTIETH-FOX—1300 High St.—CH 4-4281—D. F. Gold, Mgr.  
UNITED ARTISTS—1300 High St.—CH 4-2115—John Dugan, Mgr.  
UNIVERSAL—1005 High St.—244-4219—Ralph Olson, Mgr.  
WARNER BROS.—209 Plymouth Bldg.—CH 4-3297—Joe Young, Mgr.

## SALT LAKE CITY

ALLIED ARTISTS—254 E. First So.—EL 9-7651—Henry M. Smith, Mgr.  
AMERICAN INTERNATIONAL—252 E. First So.—DA 2-3601—Fred Poloski, Mgr.  
BUENA VISTA—139 S. Second E.—Thomas McMahon, Mgr.  
COLUMBIA—206 E. First So.—DA 2-3476—S. S. McFadden, Mgr.  
ENCORE FILMS—252 E. First So.—DA 2-3601—Fred Poloski, Mgr.  
FILM SERVICE—146 S. Main—DA 2-0557—Sydney Cohn—Mgr.  
METRO-GOLDWYN-MAYER—123 S. Second E.—EL 5-2953—Carl Nedley, Mgr.  
NATIONAL FILM SERVICE—350 W. Sixth S.—EM 4-2713  
PARAMOUNT—270 E. First So.—DA 2-0457—Harry Swanson, Mgr.  
TWENTIETH-FOX—216 E. First So.—EM 3-3508—Kenneth O. Lloyd, Mgr.  
UNITED ARTISTS—210 E. First So.—EM 3-6736—W. W. McKendrick, Mgr.  
UNIVERSAL—208 E. First So.—DA 2-3561—C. R. Wade, Mgr.  
WARNER BROS.—214 E. First So.—EM 4-1897—Charles A. Hudgens, Mgr.



## DETROIT

Every member of the Chamber of Commerce, professional, fraternal and commercial establishments, landlords, the press and others have received a highly unusual communication from the Allen Park, Mich., Chamber of Commerce. It urges everyone to "Give your theatre owning friends—a sincere Thank you." It publicly acknowledges appreciation to Allied Theatres of Michigan and its counsel, David Newman. This all goes back to 1957 when the City of Detroit imposed a Demand Charge on air conditioners which did not recirculate water. This suburb, which is supplied by the Detroit Water Board, acts merely as purchaser, distributor and collector. The graduated scale imposed was from \$1.50 per ton air conditioner in 1957 up to \$7.50 by 1961. The aggregate ran to hundreds of thousands of dollars for theatermen and millions for others. Allied immediately commenced litigation, which ran from low to Supreme Courts and back. By the time Newman finally established the illegality of the charges and secured the refunds, Allied had spent \$35,000, which was noted in the Chamber's communique. . . . John McMahon, who for some time has been city salesman for MGM in Detroit, has been promoted to branch manager of the Indianapolis office. Thus far no Detroit replacement has been announced. . . . The tower of the Ottawa D-I, Spring Lake, the replacement of which is estimated at \$25,000, crashed in the high winds prevalent over Michigan last week. Luckily at this season the D-I operates only week-ends, and the big blow came on a Wednesday. There were no injuries or casualties. . . . Pontiac will now have an art house. The W.S. Butterfield Theatres, of Detroit, announced that the former Strand has reopened as the Forum. Considerable has been spent on refurbishing, re-seating, equipment for sound and sight to conform to art theatre standards. The initial offering, shown to an invited audience, was Federico Fellini's "8 1/2".

The former Caruso, Dowagiac, Mich., is now being operated by Jack Repp, who also manages the Decatur. E. J. Pennell bought the old Caruso, which was spruced up for its new opening by manager Repp. Repp does buying and booking for both the Decatur and Dowagiac.

## HOUSTON

Sid Balkin, publicist, said that there is "no doubt at all" that the movie of Jack Donahue's novel, "The Confessor," will be filmed here come January. Balkin stated that all the delays are because director John Frankenheimer has numerous other previous commitments. . . . Hollywood film star James Stewart is scheduled to make a personal appearance here on Nov. 8 in conjunction with the opening of his latest picture, "Take Her, She's Mine" which will have a Texas premiere showing at Abilene, Tex., on Nov. 5. . . . Larry McMurty, author of "Horseman, Pass By," which the motion picture "Hud" was based upon, is currently teaching English at Rice University here. McMurty stated that he didn't have any criticism of the Hollywood treatment of his novel and that he learned a lot from the screenwriters who adapted it for the screen. "They tightened it up, made it simpler, and therefore stronger," he said. . . . A profile on Ray Boriski, operator, Al Ray, local art film theatre, was written by Bill Taylor for the Houston Chronicle Sunday supplement. The Al Ray mixes first run foreign films with classics,

showing them in the original language with subtitles, excepting, of course, English or off-beat American films. French, Russian, and Italian films draw best, in that order. Two of Boriski's biggest draws have been reruns, "Black Orpheus" and "Last Year at Marienbad."

## JACKSONVILLE

Ilton Thorn has acquired the Gulf Theatre and the Tropical Drive-In, Venice, Fla., from William Mitchum. Both houses are being booked by Dave Roper of this city. . . . Marvin Skinner has taken over booking duties for Cecil Cohen's State, Eustis. . . . Patricia Goin, Universal staffer, recently became Mrs. Johnson H. Bryan, Jr., in a wedding ceremony at Folkston, Ga. . . . Perfect attendance ribbons have been awarded to WOMPIs Ida Belle Levey, Anne Dillon, Enidzell "Easy" Raulerson, and Mary Hart for not missing a single WOMPI gathering for the past year. . . . WOMPI members have scheduled a Hallowe'en party for residents of the All Saints Catholic Home for the Aged. . . . Leaders of the male Motion Picture Charity Club have been assured of WOMPI support when both groups will serve in sponsoring midway attractions at the Jacksonville Agricultural and Industrial Fair for the Oct. 23-Nov 2 period. . . . Betty Healy, United Artists, has been named to head a new WOMPI membership drive during November. . . . Virtually the entire WOMPI membership donated its services as official hostesses for the Jacksonville Council of the Arts at the sixth annual Arts Festival held at the Civic Auditorium. . . . A WOMPI birthday luncheon was held at the Roosevelt Hotel for Dorothy Zeitlinger, Linda Johns, Edwina Ray, and Lenore Kirkwood, all of whom had birthdays in October. . . . George DeMoss, Hollywood sound technician with the Universal-International Studios in the preparation of feature motion pictures from 1929 to 1958, came home to visit old friends here for the first time in 34 years. A member of Lee High School's first graduating class in 1928, DeMoss has been an October guest at the home of an old schoolmate, E. C. Rawls, a local insurance executive. Since 1958, DeMoss has been a sound man with the Revue Studios in Hollywood. . . . Jimmie Langston, assistant to Bill Duggan, manager, Florida, Gainesville, was married to the former Miss Sandra Weldon at a high nuptial mass held in the University of Florida's St. Augustine Chapel.

## MIAMI

Wometco Enterprises, Inc. announced that it had made an agreement to acquire its second Coca Cola franchise, purchasing all the capital stock of the Plattsburgh Coca Cola Bottling Corp. The latter has the Coca Cola franchise for Plattsburgh, N. Y., and the surrounding resort area, including Lake Placid. The stock is being sold to Wometco by Lindsey Hopkins and associates, the purchase price involving the exchange of 6,000 shares of Wometco Enterprises, Inc. Class A common stock. Last month, Wometco announced the finalization of an agreement to purchase for cash the capital stock of the Coca Cola Bottling Works of Nashville, Tenn., in a multimillion dollar transaction. . . . Dean Dietrich, a former set designer and technical director for musical comedies of Florenz Ziegfeld and Earl Carroll, died in a Chicago hospital. He was a local resident and passed away while visiting friends. . . . Managerial shifts included David Haggerty to the Gateway, Ft. Lauderdale, Fla.; Truman Pullens to

manage the Normandie and Surf, Miami Beach; Alfred Caldwell to the Essex, Hialeah. . . . Cecil Allen, Mayfair, was top winner in Wometco Enterprises, Inc. Sept. Thrif-Tik-It sales contest, with sales of 420 books. Tom Rayfield, Carib, sold 202 books; James Maury, Rosetta, 129 books; and Howard DeBolt, 163rd St., sold 101 books. . . . Free Children's Shows were held on Fri, Oct. 18th, a holiday for the Dade County school children, at the following theatres: Ace, Capitol, Center, Essex, Palm Springs, Rosetta, Miracle, Sunset, and Tower. Tickets were distributed in all the public schools and the same type of show was held at the Grand, West Palm Beach. In Broward County, the Plaza, held its free children's show on the October 22nd holiday.

## MEMPHIS

Mrs. Juanita Hamblin, Malco, was chairman of the WOMPI group "manning" the Heart Booth at the Mid-South Fair. WOMPI members gave a hundred hours to the project. Miss Eva Caldwell, Metro-Goldwyn-Mayer, was chairman of the highly successful theatre collection for the Will Rogers fund. Other recent WOMPI charity work includes food and clothing for a needy family. Friends of Mrs. Bill Boyd (Donna), long active in WOMPI, entertained her with a luncheon just before she left for Dallas to join her husband, who is with Royal Crown

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia, Pa. 19130  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200

## PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.

240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance



Cola in Dallas. Boyd was formerly office manager for United Artists. Mrs. Mary Catherine Baker, immediate past president of WOMPI, is now office manager for United Artists. Mrs. Peggy Hogan returned to Film Row as the secretary at United Artists, the position formerly held by Mrs. Baker. Mrs. Boyd was with Paramount. . . . Robert L. Bostick, vice-president and southern district manager of National Theatre Supply Co., and Variety Club international representative, had a prominent part in the presenting of a gold card of the international Variety Clubs to President Adolfo Lopez Mateos of Mexico. Variety's international chief barker, Rotus Harvey, San Francisco theatre owner, made the presentation with Bostick. . . . Watson Davis, director of advertising and publicity for Malco Theatre Circuit, as Sivad (a weird character he created) was "monster of cere-

monies" for a program staged for Cynthia Milk Fund. He made the faint heart cringe with frightening monster events, but proved his soft heart for babies by giving hours upon hours to the program. . . . Word of another successful promotion comes from Miami, Fla., where a theatre owner promoted "PT 109" by offering free Goldwater stickers to everyone who bought a ticket.

## NEW HAVEN-HARTFORD

Miss Pell LeWitt, daughter of the late Connecticut industry pioneer George LeWitt, and sister of Brooks LeWitt, owner-operator, suburban Berlin Drive-In, was married to Allyn Baum, staff photographer for the New York Times. . . . Alfred Alperin, Smith Management Company's resident manager at the 2070-car capacity Meadows Drive-In, Hartford, awarded a Honda motor-scooter to winner of a "Beach Party" essay competition. . . . George H. Wilkinson, Jr., president of the MPTO of Connecticut, is urging greater exchange of industry opinions, views and objectives. "In these days of problems and difficulties in our industry," he asserts, "it is important that as many ideas and views as possible be given the largest audience possible. There is stagnation in keeping our thoughts to ourselves. There is fresh air in exchanging our views with those of others in the same industry, from the same areas, and from other areas. . . . Ernie Grecula, general manager, Connecticut Cinema, Inc., has adopted a new policy of advertising co-features playing the first-run Art Cinema here as "Associate Feature." He feels the plan will provide better prestige for the supporting fare.

## NEW ORLEANS

Buddy Bache, MGM salesman, who recently broke his ankle, has his leg in a cast and gets around on crutches. . . . Sympathy is extended to the Joe Moll family on the death of Mrs. Moll's mother. Moll is NSS office manager. . . . Local WOMPI's held a membership drive tea at the Variety Club; and held their October dinner meeting at the Vitsa Shores Country Club. . . . The WOMPI variety show was held at the Louisiana State Mental Hospital, Madeville, with arrangements made by honorary WOMPI Mrs. Josie Ory, the show's producer-director. . . . R. E. Almond closed the Sabine, Merryville, La., for the season. . . . Gulf States Theatres closed the Broadmoor, Shreveport, La., for remodeling. . . . Two staffers of the F. F. Goodrow exchange were hospitalized at the same time. Mrs. Georgia Bruno was in for surgery and is now back home recuperating; and Mrs. George Deschamps was in for a heart attack. . . . Ted Cobina, owner, Joy Theatres in Rayne and Mamou, has reassumed operation himself with the exception of buying and booking which Gulf States Theatres will continue. Gulf States had complete charge of operation for a year or so. . . . Robert Molzon, Norco, La., theatre owner for the past 23 years, died at the age of 88. . . . The local 20th-Fox exchange finished second in the company's nation-wide cartoon billing drive. . . . Mrs. Agnes Schindler, away from work at Masterpiece Pictures since July to care for her late sister, has returned to work. . . . The United Artists' exchange staff held a lunch-time get-together to celebrate the birthday of their boss, Gene Goodman. . . . Percy Duplessis' El Rancho Drive-In, DeRidder, La., is now on weekend operation. . . . Joseph Jordan has acquired the management of the Pix, Collins, Miss., from Robert Speed. . . . Jack Hornsby, who recently took over the operation of the

Star, New Roads, La., from Lew Langlois, has closed the theatre indefinitely. . . . Robert Hagan, who works at the Algiers Drive-In at night, has taken a day-time job at Exhibitors Poster Exchange. . . . Paul Back, Buena Vista New Orleans and Memphis sales representative, flew to California for the Walt Disney-BV international studio sales meeting.

## PHILADELPHIA

Harry Blumberg, Blumberg Brothers, was recuperating in Hahnemann Hospital. . . . Sheldon Tromberg, president, Boxoffice Attractions, Inc., and Charles Beilan, branch manager, announced the immediate availability of another group of MGM world famous musical hits, "Till The Clouds Roll By," "Words and Music," "Three Little Words," "The Band Wagon," "Because You're Mine," and "Singin' In The Rain." . . . Sidney Poitier was due in at The Uptown for a personal benefit performance in connection with the showing of United Artists' "Lilies Of The Field." . . . Mort Magill, Buena Vista district manager, stopped off at Palm Springs, Cal., for some golf on his way back from the sales convention at the Walt Disney studio.

## SAN ANTONIO

Handy-Andy Food Stores are offering free discount tickets to see the current showing of Walt Disney's "20,000 Leagues Under the Sea" currently at the Olmos. . . . Buck Townsend, formerly of California, is now stationed at Fort Sam Houston. He had a bit in the movie, "High Time," with Bing Crosby. . . . Eric Brendler, manager of the Broadway, gave the roadshow engagement of "Cleopatra" another week, its 17th, following a closing notice last week. The management stated that this will be the last week of one of the longest running films ever shown in the city. . . . Alvin Krueger, manager of the Laurel, is holding over "Irma La Douce" into a second week of its exclusive first suburban run. . . . The exclusive revival of Walt Disney's "20,000 Leagues Under the Sea" has been extended for a second week at the suburban Olmos. . . . A multiple opening was given the return showing of "The Thrill of It All" at five local drive-ins. . . . Bill Rau, head of the Alamo Booking Service and president of the San Antonio Gun Club, returned from the Pan-American International Skeet Championships at the Dallas Gun Club in Dallas, Tex. . . . "A New Kind of Love" was part of a double bill opening its first suburban showing here at four drive-ins. . . . A large number of drive-ins and indoor theatres have changed their regular Thursday opening to a Friday opening. . . . For its first local showing, and in uncut version, was the adults only double bill of "The Flesh Is Hot" and "The Twilight Girls" at the downtown Prince. . . . The El Capitan operated by Sylvan Barry, is the only local drive-in catering exclusively to the local Spanish language patrons. With several changes of programs each week, the Capital features a double bill of all Spanish language films. At his nearby Fiesta Drive-In, Barry shows one Spanish language and one English speaking film. . . . Dennis Lawrence was found not guilty of robbery by assault by a jury in the 34th district court in El Paso, Tex. He was charged with the holdup of the Bordertown Drive-In last June in which an unidentified gunman took \$1.75 from the cashier on duty. Bob Wyatt is manager of the drive-in which is one of the Stanley Warners of Texas operations. . . . Bill Petty of the Sunset Drive-In at Munday, Tex., has returned to the hospital following a heart attack.

# The Annual HEART FUND DRIVE

for

## VARIETY CLUB

OF PHILADELPHIA

## CHARITIES

is now under way!



Take home one of seven automobiles  
and help a crippled child.



Call MEYER ADLEMAN for tickets . . .  
Don't wait to be contacted!



## NEW JERSEY MESSENGER SERVICE

1018-26 WOOD STREET  
PHILADELPHIA  
WAlnut 5-3944,  
WOodlawn 4-7380

Members National Film Carriers, Inc.



# SERVICESECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



OCTOBER 30, 1963 SECTION TWO  
VOL. 70, NO. 17

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Totalscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three-most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6303 **BLACK ZOO**—MD-88m.—(PV; C)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program
- 6307 **CRY OF BATTLE**—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
- 6304 **55 DAYS AT PEKING**—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain
- 6301 **DAY OF THE TRIFFIDS, THE**—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made
- 6306 **GUN HAWK, THE**—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
- 6210 **PAYROLL**—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
- 6302 **PLAY IT COOL**—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English
- 6305 **SHOCK CORRIDOR**—D-10m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant

#### COMING FEATURES IN ORDER OF RELEASE

- Oct. **WAR IS HELL**—Tony Russell, Baynes Barron
- Nov. **GUNFIGHT AT COMANCHE CREEK**—(CS; C)—Audie Murphy, Colleen Miller

#### COMING

**NOW IT CAN BE TOLD**—(C)—Robert Hutton, Sandra Dorne

**LIFE IN DANGER**, A—Derren Nesbitt, Julie Hopkins

**SOLDIER IN THE RAIN**—Jackie Gleason, Steve McQueen, Tuesday Weld

**STRANGLER, THE**—Victor Buono

**YEAR OF THE TIGER**—Marshall Thompson

### AMERICAN INTERNATIONAL

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 716 **BATTLE BEYOND THE SUN**—MD-67m.—(C)—Edd Perry, Arla Powell—5033 (4-3-63)—Average outer space science fiction for the program—Filmgroup
- 810 **BEACH PARTY**—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
- 705 **BRAIN THAT WOULDN'T DIE, THE**—MD-71m.—Jason Evers, Virginia Leith—5021 (2-20-63)—Okay horror programmer
- 807 **FREE, WHITE AND 21**—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick
- 812 **HAUNTED PALACE, THE**—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
- 706 **INVASION OF THE STAR CREATURES**—C-70m.—Bob Hall, Frankie Ray—5021 (2-20-63)—For the duallers
- 802 **MIND BENDERS, THE**—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentations involving the mind—English
- 718 **NIGHT TIDE**—D-84m.—Dennis Hopper, Linda Lawson—5033 (4-3-63)—For the duallers—Filmgroup
- 803 **OPERATION BIKINI**—D-80m. (Part Color)—Tab Hunter, Eva Six, Frankie Avalon—5033 (4-3-63)—War-time adventure for the program
- 717 **RAVEN, THE**—CD-86m.—(PV; C)—Vincent Price, Hazel Court, Peter Lorre, Boris Karloff—5013 (1-23-63)—Good horror comedy entry.
- 715 **REPTILICUS**—MD-81m.—(C)—Zsborn Anderson, Ann Smyrner—5009 (1-9-63)—Fair monster entry—Made in Denmark; dubbed in English
- 714 **SAMSON AND THE 7 MIRACLES OF THE WORLD**—MD-80m.—(ColorScope)—Gordon Scott, Yoko Tani—5021 (2-20-63)—Exploitable program entry—Italian; dubbed in English
- 804 **TERRIOR, THE**—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
- 707 **WARRIORS FIVE**—MD-84m.—Jack Palance, Jo Anna Ralli—Action entry for program—4993 (11-7-62)—Filmed in Italy; dubbed in English
- 713 **WHITE SLAVE SHIP**—MD-92m.—(Colorscope; Pathe color)—Pier Angeli, Edmund Purdom—4993 (11-7-62)—Adventure on the high seas for lower half
- 809 **X-THE MAN WITH THE X-RAY EYES**—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest
- 805 **YOUNG RACERS, THE**—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

#### TO BE REVIEWED

**BLACK SABBATH**—(EC)—Boris Karloff

**CALIFORNIA**—Jock Mahoney

**COMEDY OF TERRORS, THE**—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff

**DEMENTIA #13**—William Campbell, Luana Anders—Filmgroup

**ERIK, THE CONQUEROR**—(C)—Cameron Mitchell

**FEAR**—Boris Karloff

**FLIGHT INTO FRIGHT**—John Saxon, Leticia Roman

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

#### A

- |                              |         |
|------------------------------|---------|
| • Act One                    | WB      |
| Air Patrol                   | A1 Fox  |
| All The Way Home             | A2 Par. |
| Amazons of Rome              | A2 UA   |
| • America, America           | WB      |
| Any Number Can Win           | MGM     |
| • Aphrodite, Goddess Of Love | Emb.    |
| Army Game, The               | For.    |
| Aruro's Island               | MGM     |
| As Nature Intended           | For.    |
| Auntie Mame—Re.              | A3 WB   |

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



# B

Balcony, The	C	Misc.
Battle Beyond the Sun (Filmgroup)	A3	A-I
Beach Party	A3	A-I
Bedtime Story	U	
Bear, The	A1	Emb
Behold A Pale Horse	Col.	
Beauty And The Beast	A1	UA
Becket	Par.	
Best Man, The	UA	
Big Risk	A3	UA
Birds, The	A2	U-I
Black Fox	A2	Misc.
Black Sabbath	A1	
Black Gold	A1	WB
Black Zoo	A2	AA
Brain That Wouldn't Die, The	B	A1
Brass Bottle, The	U	
Bristle Face	BV	
Buddha	For.	
Bunny Yeager's Nude Camera	Misc.	
Burning Court, The	A2	For.
Bye, Bye Birdie	A3	Col.

# C

Ciro	A3	MGM
California	A1	
Call Me Bwana	A2	UA
Captain Newman, M.D.	U	
Captain Sinbad	A1	MGM
Cardinal, The	Col.	
Caretakers, The	A3	UA
Carnival Of Souls	Misc.	
Carpetbaggers, The	Par.	
Castilian, The	A2	WB
Cattle King	A1	MGM
Ceremony, The	UA	
Chalk Garden, The	U-I	
Charde		
Cheyenne Autumn	WB	
Child Is Waiting, A	A2	UA
Children Of The Damned	MGM	
Circus World	Par.	
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
Come Blow Your Horn	A3	Par.
Come Fly With Me	A2	MGM
Come September-Re	A3	U
Comedy Of Terrors, The	A1	
Company Of Cowards, The	MGM	
Condemned Of Altona, The	A3	Fox
Congo Vivo	Col.	
Conjugal Bed, The	EMB	
Constantine And The Cross	A1	Emb.
Cool Mikado, The	UA	
Corridors Of Blood	A3	Misc.
Counterfeiters Of Paris, The	A3	MGM
Court Martial	UA	
Courtship Of Eddie's Father, The	A2	MGM
Creation Of The Humanoids, The	Misc.	
Crime Does Not Pay	A3	Emb.
Crimson Blade, The	A1	Col.
Critic's Choice	A3	WB
Cry Of Battle	B	AA

# D

Dark Purpose	U	
Daughter Of The Sun God	Misc.	
Day And The Hour, The	A2	MGM
Day Mars Invaded Earth, The	A1	Fox
Day Of The Triffids, The	A2	AA
Days Of Wine And Roses	A2	WB
Dead Ringer	WB	
Dementia (Filmgroup)	A-I	
Devil's Hand, The	Misc.	
Devil's Messenger, The	Misc.	
Diamond Head	B	Col.
Diary Of A Madman	A2	UA
Dime With A Halo	A3	MGM
Distant Trumpet, A	WB	
Dr. No	B	UA
Dr. Strangelove	Col.	
Donovan's Reef	A2	Par.
Don't Give Up The Ship-Re	A3	Par.
Drums Of Africa	A1	MGM
Dubious Patriots, The	UA	
Dual Of The Titans	A2	Par.

# E

East Of Kiyimanjaro	Misc.	
8 1/2	A4	Emb.
Emil And The Detectives	BV	
Empty Canvas, The	Emb.	
Ensign Pulver	WB	
Erik, The Conqueror	A2	A-I
Europe In The Raw	Misc.	
European Nights	Misc.	

# F

Face In The Rain	Emb.	
Fail Safe	Col.	
Fall Guy, The	Misc.	
Fall Of The Roman Empire	Par.	

**GOLIATH AND THE SINS OF BABYLON**—(Techniscope; TC)—Mark Forest  
**ITS ALIVE**—(C)—Peter Lorre, Elsa, Lanchester  
**PYRO**—(PanaColor)—Barry Sullivan, Martha Hyer  
**SAMSON AND THE SLAVE QUEEN**—(C; S)—Allen Steele  
**SUMMER HOLIDAY**—(TE; TC)—Cliff Richards, Lauri Peters  
**SOME PEOPLE**—(C)—Kenneth More  
**UNDER AGE**—Anne MacAdams, Roland Royter

## BUENA VISTA

### DISTRIBUTED DURING THE PAST 12 MONTHS

**FANTASIA**—NOV-117m.—(TB)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should should attract lots of interest in metropolitan sectors  
**INCREDIBLE JOURNEY, THE**—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation  
**136 IN SEARCH OF THE CASTAWAYS**—CD-100m.—(TC)—Maurice Chevalier, Hayley Mills, George Sanders—5005 (12-19-62)—Another Disney winner for family trade—English  
**110 LEGEND OF LOBO, THE**—NOV-67m.—(TC)—True Life Adventure—4993 (11-7-62)—Fascinating animal study from Disney  
**141 MIRACLE OF THE WHITE STALLIONS**—D-118m.—(TC)—Robert Taylor, Lilli Palmer, Curt Jurgens—5033 (4-3-63)—interesting adventure drama—Filmed in Austria  
**143 SAVAGE SAM**—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney meller.  
**140 SON OF FLUBBER**—C—100m.—Fred MacMurray, Nancy Olson, Ken Murray—5013 (1-23-63)—Disney comedy sequel should be hit with family audiences  
**144 SUMMER MAGIC**—CD-108m.—(TC)—Hayley Mills, Burl Ives, Dorothy McGuire—5061 (6-26-63)—Another Disney family entertainment  
**SWORD IN THE STONE, THE**—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart  
**20,000 LEAGUES UNDER THE SEA**—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature  
**YELLOWSTONE CUBS**—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

### TO BE REVIEWED

**BRISTLE FACE**—Brian Keith, Jeff Donnell  
**EMIL AND THE DETECTIVES**—Walter Slezak, Cindy Cassell  
**HORSE WITHOUT A HEAD, THE**—Jean Pierre Aumont  
**MARY POPPINS**—(TC)—Julie Andrews, Dick Van Dyke  
**MISADVENTURES OF MERLIN JONES, THE**—(TC)—Annette, Tommy Kirk  
**MOON-SPINNERS, THE**—Hayley Mills, Eli Wallach  
**THREE LIVES OF THOMASINA**—(TC)—Patrick McGoohan, Susan Hampshire  
**TIGER WALKS, A**—(TC)—Brian Keith, Vera Miles Sabu  
**WILD GOOSE STOP**—(TC)—Brandon De Wilde, Brian Keith

## COLUMBIA

### DISTRIBUTED DURING THE PAST 12 MONTHS

**719 BYE BYE BIRDIE**—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment  
**CARDINAL, THE**—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts  
**715 DIAMOND HEAD**—D-107m.—(PV; EC)—Charlton Heston, Yvette Mimieux, France Nuyen—5009 (1-9-63)—Lush settings, names boost drama's appeal  
**721 FURY OF THE PAGANS**—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program  
**GIDGET GOES TO ROME**—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy  
**IN THE FRENCH STYLE**—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France  
**722 JASON AND THE ARGONAUTS**—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects  
**003 JUST FOR FUN**—MU-72m.—Mark Wynter, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English  
**714 LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
**L-SHAPED ROOM, THE**—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of girl's problem—English—Davis-Royal  
**718 MAN FROM THE DINERS' CLUB, THE**—C-96m.—Danny Kaye Cara Williams—5034 (4-3-63)—Cute comedy with Kaye touch  
**MANIAC**—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made  
**OLD DARK HOUSE, THE**—CMD-86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made  
**SEIGE OF THE SAXONS**—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England  
**REACH FOR GLORY**—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.  
**RUNNING MAN, THE**—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad  
**006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE**—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work  
**001 13 FRIGHTENED GIRLS**—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer  
**709 TWO TICKETS TO PARIS**—CMU-78m.—Joey Dee, Jeri Lynne Fraser—4997 (11-21-62)—Fair programmer  
**UNDER THE YUM YUM TREE**—C-110m.—(EC)—Jack Lemon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy

### COMING FEATURES IN ORDER OF RELEASE

Jan. **STRAIT-JACKET**—Joan Crawford, John Anthony Hayes

### COMING

**BEHOLD A PALE HORSE**—Gregory Peck, Anthony Quinn  
**CONGO VIVO**—Jean Sebastian, Bachir Toure  
**CRIMSON BLADE, THE**—Lionel Jeffries, June Thorburn—English  
**DR. STRANGELOVE**—Peter Sellers, Sterling Hayden  
**FAIL SAFE**—Henry Fonda, Dan O'Herlihy  
**FASTEST GUN, THE**—(C)—Audie Murphy, Merry Anders  
**GOOD NEIGHBOR SAM**—(C)—Jack Lemmon, Romy Schneider  
**I LOVE, YOU LOVE**—(Ultrascopes; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet  
**LILITH**—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda  
**LONG SHIPS, THE**—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish  
**NEW INTERNS, THE**—Michael Callan, Stefanie Powers  
**PLAYBOY**—(C)—Tony Curtis  
**PLAY IT COOLER**—Anthony Newly, Anne Aubrey  
**PSYCHE 59**—Curd Jurgens, Patricia Neal  
**PUMPKIN EATER, THE**—Anne Bancroft, Peter Finch—English  
**SENILITA**—Anthony Franciosa, Claudia Cardinale  
**SWINGIN' MAIDEN, THE**—Michael Craig, Anne Helm, Jeff Donwell  
**THESE ARE THE DAMMED**—Macdonald Carey, Shirley Ann Field  
**TRAVELING LADY, THE**—Steve McQueen, Lee Remick  
**25th HOUR, THE**—Gregory Peck, Anthony Quinn  
**VICTORS, THE**—(VP)—Vincent Edwards, Melina Mercouri  
**WATCH IT, SAILOR**—Dennis Price Marjorie Rhodes  
**WHISTLE YOUR WAY BACK HOME**—(C)—Feature Cartoon

## EMBASSY

**CRIME DOES NOT PAY**—D-159m.—(DS)—Pierre Brasseur, Gino Cervi, Danielle Darrieux—4993 (11-7-62)—Interesting import is art house natural—French; English titles  
**CONSTANTINE AND THE CROSS**—D-114m.—(TS; EC)—Cornel Wilde, Christine Kaufman—5001 (12-5-62)—Interesting, Well-made spectacle—Italian; English dialogue  
**8 1/2**—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles  
**CONJUGAL BED, THE**—CD-90m.—Ugo Tognazzi, Vldady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles



**FACE IN THE RAIN, A**—D-81m.—Rory Calhoun, Marina Berti, Niall MacGinnis—5029 (3-20-63)—Supense in war for program—Italian; English language  
**LANDRU**—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles  
**LOVE AT TWENTY**—D-113m.—Jean-Pierre Leaud, Eleanora Rossi Drago—5021 (2-20-63)—Exploitable entry for art sports—Filmed abroad; English titles  
**MADAME**—CD-104m.—(TE; TC)—Sophia Loren, Robert Hossein—5025 (3-6-63)—Exploitable offering for art and other spots—Italian made; Dubbed in English  
**NIGHT IS MY FUTURE**—D-87m.—Mai Zetterling, Birger Malmsten—5009 (1-9-63)—Interesting Ingmar Bergman import—Swedish; English titles  
**SEVEN CAPITAL SINS**—Comp.-110.—(DS)—Dany Saval, Jeean-Pierre Aumont—4997 (11-21-62)—Another off-beat entry for art spots—French—English titles  
**WOMEN OF THE WORLD**—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration

## COMING

Mar. **BEAR, THE**—Renato Rascal, Francis Blanche  
April **APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
June **PASSIONATE THIEF, THE**—Anna Magnani  
June **YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French  
July **LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
**LOVE MAKERS, THE**—Claudia Cardinale, Jean-Paul Belmondo  
Sept. **THREE PENNY OPERA**—Curt Jurgens, June Ritchie  
Oct. **GHOST AT NOON**—(C)—Brigitte Bardot, Jack Palance  
Nov. **EMPTY CANVAS, THE**—Bette Davis, Horst Buchholz  
**ONLY ONE NEW YORK**—Documentary  
**YESTERDAY, TODAY AND TOMORROW**—Sophia Loren, Marcello Mastroianni

## MGM

## DISTRIBUTED DURING THE PAST 12 MONTHS

**54210 ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles  
**315 ARTURO'S ISLAND**—D-90m.—Reginald Kernal, Vanni De Maigret, Key Meersman—5009 (1-9-63)—Interesting import for art houses—Italian—English titles  
**310 BILLY ROSE'S JUMBO**—125m.—(PV; MC)—Doris Day, Stephen Boyd, Jimmy Durante—5001 (12-5-62)—Colorful circus yarn boasts top names; great songs  
**316 CAIRO**—MD-91m.—George Sanders, Richard Johnson—5017 (2-6-63)—Okay crime programmer in Egyptian locale  
**326 CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad  
**331 CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053 (6-12-63)—Large scale western  
**322 COME FLY WITH ME**—CD-109m.—(PV; MC)—Dolores Hart, Hugh O'Brien, Karl Boehm—5084 (4-3-63)—Romantic adventures of three airline hostesses  
**313 COUNTERFEITERS OF PARIS, THE**—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic charm and Jean Gabin—French; English titles  
**321 COURTSHIP OF EDDIE'S FATHER, THE**—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—Fine entertainment for everyone  
**318 DIME WITH A HALO**—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program  
**327 DRUMS OF AFRICA**—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program  
**330 FLIPPER**—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment  
**320 FOLLOW THE BOYS**—MUC-95m.—(PV; MC)—Connie Francis, Paula Prentiss, Ron Randell—5022 (2-20-63)—Moderate musical aimed at teen audiences  
**319 FOUR DAYS OF NAPLES, THE**—D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring import deserves highest rating—Italian; English titles  
**401 HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
**317 HOOK, THE**—D-98m.—(PV)—Kirk Douglas, Robert Walker—5013 (1-23-63)—Interesting, well-made drama about men in war  
**HOW THE WEST WAS WON**—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-21-62)—The greatest western spectacle; tops them all  
**406 HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze  
**325 IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-28-63)—Fairly interesting romance  
**323 IT HAPPENED AT THE WORLD'S FAIR**—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on Presley draw  
**312 KILL OR CURE**—C-88m.—Terry Thomas, Eric Sykes, Moira Redmond—4998 (11-21-62)—Fair comedy who-dun-it import—English  
**307 MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy  
**340 MONKEY IN WINTER**—D-104m.—Jean Gabin, Jean-Paul Belmondo, Suzanne Flon—5017 (2-6-63)—Okay entry for art spots—French; English titles  
**403 MURDER AT THE GALLOP**—CD-81m.—(PV)—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English  
**355 MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
**305 PASSWORD IS COURAGE**—CD-116m.—Dirk Bogarde, Maria Perschy—5010 (1-9-63)—Exciting, well-made P.O.W. comedy drama—English  
**308 PERIOD OF ADJUSTMENT**—C-112m.—Tony Franciosa, Jane Fonda, Jim Hutton—4994 (11-7-62)—Superior comedy should please a wide audience  
**324 RIFI IN TOKYO**—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made in Japan  
**306 SAVAGE GUNS, THE**—W-85m.—(MC; MS)—Richard Basehart, Marie Grenada—5022 (2-20-63)—Average western for program Made in Spain  
**309 SEVEN SEAS TO CALAIS**—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure—Italian; spoken in English  
**328 SLAVE, THE**—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English  
**SQUARE OF VIOLENCE**—MD-113m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made the program—Filmed abroad  
**304 SWORDSMAN OF SIENA**—MD-92m.—(CS; EC)—Stewart Granger, Sylvia Koscina—4998 (11-21-62)—Action and intrigue for adventure—Filmed abroad  
**333 TARZAN'S THREE CHALLENGES**—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad  
**334 TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy aimed at family audiences  
**314 TRIAL AND ERROR**—CD-99m.—Peter Sellers, Richard Attenborough—4998 (11-21-62)—For the art houses—English  
**TWILIGHT OF HONOR**—D-115m.—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults  
**WHEELER DEALERS, THE**—C-106m.—(PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce  
**356 WONDERFUL WORLD OF THE BROTHERS GRIMM, THE**—CDFAN-129m.—(CN; TC)—Laurence Harvey, Claire Bloom, Walter Slezak—4958 (7-25-62)—High rating  
**336 YOUNG AND THE BRAVE, THE**—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer  
**402 V.I.P.'s, THE**—D-119m.—(PC; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

## COMING FEATURES IN ORDER OF RELEASE

July **DAY AND THE HOUR, THE**—Simon Signoret, Stuart Whitman  
July **TWO ARE GUILTY**—(Dailyscope)—Anthony Perkins, Jean Claude Brialy  
Sept. **VICE AND VIRTUE**—Catherine Daneuve, Annie Girardot, Robert Hassenin  
Oct. **GOLDEN ARROW, THE**—(TE; EC)—Tab Hunter, Rosanna Padesta  
Oct. **TIKO AND THE SHARK**—(WS; C)—Tahitian Cast  
Nov. **GLADIATORS SEVEN**—(CS)—Richard Harrison  
Nov. **MGM'S BIG PARADE OF COMEDY**—Compilation  
Jan. **SUNDAY IN NEW YORK**—(MC)—Jane Fonda, Cliff Robertson

## COMING

**CHILDREN OF THE DAMNED**—Ian Hendry, Alan Badel—England  
**COMPANY OF COWARDS, THE**—(PV)—Glenn Ford, Stella Stevens, Jim Backus  
**FAMILY DIARY**—Marcello Mastroianni  
**GLOBAL AFFAIR, A**—Bob Hope, Lilo Pulver, Yvonne DeCarlo  
**GOLD FOR THE CAESARS**—(C)—Jeffrey Hunter  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**MAIL ORDER BRIDE**—(PV; MC)—Buddy Ebsen, Kier Dullea  
**NIGHT MUST FALL**—Albert Finney—English  
**OF HUMAN BONDAGE**—(PV; MC)—Kim Novak, Laurence Harvey  
**POSTMAN'S KNOCK**—Spike Milligan, Barbara Shelley

• **Family Diary** ..... MGM  
**Fantasia—Re.** ..... BV  
**Farewell To Arms, A—Re.** ..... B Fox  
**Fastest Gun, The** ..... Col.  
**• Fear** ..... A-1  
**Fiasco In Milan** ..... For.  
**55 Days At Peking** ..... A1 AA  
**Firebrand** ..... B Fox  
**Five Miles To Midnight** ..... A3 UA  
**Flamboyant Sex, The** ..... For.  
**• Flight From Ashiya** ..... UA  
**• Flight Into Fright** ..... A-1  
**Flipper** ..... A1 MGM  
**Follow The Boys** ..... B MGM  
**For Love Or Money** ..... B U-I  
**• For Those Who Think Young** ..... UA  
**40 Pounds Of Trouble** ..... A2 U-I  
**Four Days Of Naples** ..... A2 MGM  
**• Four For Texas** ..... B  
**Free White and 21** ..... A-1  
**French Came, The** ..... For.  
**Freud: The Secret Passion** ..... A4 U-I  
**• From Russia, With Love** ..... UA  
**Fruit Is Ripe** ..... For.  
**• Fun In Acapulco** ..... A3 Par.  
**Fury Of The Pagans** ..... A2 Col.

## G

**Gathering Of Eagles, A** ..... A1 U-I  
**• Ghost At Noon** ..... Emb.  
**Giant—Re** ..... A1 WB  
**Gidget Goes To Rome** ..... A1 Col.  
**Girl Hunters, The** ..... B For.  
**Girl Named Tamiko, A** ..... B Par.  
**Girls, Girls, Girls** ..... A2 Par.  
**• Gladiators Seven** ..... MGM  
**• Global Affair, A** ..... MGM  
**• Gold For The Caesars** ..... MGM  
**• Golden Arrow, The** ..... MGM  
**• Goliath And The Sins Of** .....  
**Babylon** ..... A-1  
**• Good Neighbor Sam** ..... Col.  
**• Good Soup, The** ..... Fox  
**Great Caruso, The—RE** ..... A1 Misc.  
**Great Escape, The** ..... A1 UA  
**• Great Race, The** ..... WB  
**Great Van Robbery, The** ..... A1 UA  
**• Greatest Story Ever Told, The** ..... UA  
**Greenwich Village Story** ..... Misc.  
**• Gunfight At Comanche Creek** ..... AA  
**Gunfighter at the OK** .....  
**Corral—Re.** ..... B Par.  
**• Gunfighter At Casa Grande** ..... MGM  
**• Gunhand, The** ..... U  
**Gun Hawk, The** ..... B AA

## H

**Hand Of Death** ..... A2 Fox  
**Harbor Lights** ..... A2 Fox  
**Haunted Palace** ..... A2 A-1  
**Haunting, The** ..... A2 MGM  
**• He Rides Tall** ..... U  
**Head, The** ..... B For.  
**Heavenly Bodies** ..... Misc.  
**Heavens Above** ..... A3 For.  
**Hercules and the Captive Women** ..... A1 For.  
**• Here's Las Vegas** ..... UA  
**• Hide And Seek** ..... U  
**Hook, The** ..... A2 MGM  
**Hootenanny Hoot** ..... A2 MGM  
**• Horse Without A Head, The** ..... BV  
**Hot Money Girl** ..... For.  
**House Of The Damned** ..... A2 Fox  
**Householder, The** ..... For.  
**How The West Was Won** ..... A1 MGM  
**Hud** ..... A3 Par.

## I

**I Could Go On Singing** ..... A3 UA  
**• I Love, You Love** ..... C Col.  
**Incredible Journey, The** ..... BV  
**Impersonator, The** ..... For.  
**In Search Of The Castaways** ..... A1 BV  
**In The French Style** ..... A3 Col.  
**In The Cool Of The Day** ..... B MGM  
**• Incredible Mr. Limpet, The** ..... WB  
**Invasion Of The Star Creatures** ..... A1 A-1  
**• Invitation To A Gunfighter** ..... UA  
**Irma La Douce** ..... B UA  
**Island Of Love** ..... B WB  
**• Island Of The Blue Dolphins** ..... U  
**It Happened At The World's Fair** ..... A2 MGM  
**• It's A Mad, Mad, Mad, Mad** ..... A-1  
**World** ..... UA  
**It's Only Money** ..... A1 Par.

## J

**Jason and the Argonauts** ..... A1 Col.  
**Jumbo** ..... B UA  
**Johnny Cool** ..... A1 MGM  
**Just For Fun** ..... A2 Col.



## K

Kill or Cure .....	A1	MGM
King Kong vs. Godzilla .....	A1	U
Kings Of The Sun .....	UA	
Kiss Of The Vampire .....	A2	U
Kisses For My President .....		WB

## L

L-Shaped Room, The .....	A4	Col.
Ladybug, Ladybug .....		UA
Lady For A Knight .....		UA
Lady In A Cage .....	B	Par.
Lancelot And Guinevere (Sword of Lancelot) .....	A2	U-I
La Poupee .....		For.
Landru .....	B	Emb.
Lassie's Great Adventure .....	A1	Fox
Last Train From Gun Hill, The—Re. ....	A2	Par.
Lawrence Of Arabia .....	A2	Col.
Layfayette .....	A1	For.
Law Of The Lawless .....		Par.
Lazarillo .....	A2	For.
Le Amiche (The Girl Friends) ..		For.
Legend Of Lobo, The .....	A1	BV
Leopard, The .....	A3	Fox
Life In Danger, A .....		AA
Light Fantastic, The .....	B	Emb.
Light Of Day, The .....		UA
Lilies Of The Field, The .....	A1	UA
Lilith .....		Col.
List Of Adrian Messenger, The ..	A1	U-I
Long Absence, The .....	A2	For.
Long Ships, The .....		Col.
Longest Day, The .....	A1	Fox
Lord Of The Flies .....	A2	For.
Love At Twenty .....	A3	EMB
Love Is A Ball .....	A3	UA
Love Makers, The .....		Emb.
Love With The Proper Stranger ..		Par.
Lover Come Back—Re. ....	B	U
Loves Of Salammbo .....	A2	Fox

## M

Madame .....	B	Emb.
Magnificent Sinner, The .....	A3	For.
Mail Order Bride .....		MGM
Main Attraction, The .....	B	MGM
Man From The Diners' Club ....	A1	Col.
Man In The Middle .....		UA
Man Who Knew Too Much, The —RE .....	A1	Par.
Maniac .....	A3	Col.
Man's Favorite Sport? .....		U-I
Marilyn .....	B	Fox
Mary Poppins .....		BV
Marriage Of Figaro .....	A3	For.
Mary, Mary .....	A2	WB
Masque Of The Red Death .....		A1
MGM's Big Parade Of Comedy ..		MGM
McLintock .....	A1	UA
Merlin Jones .....		BV
Mighty Ursus .....	A2	UA
Mill Of The Stone Women .....		For.
Mind Benders, The .....	A3	A-I
Miracle Of The White Stallions .....	A1	BV
Mondo Cane .....	A4	For.
Monkey In Winter .....	A3	MGM
Monstrosity .....		Misc.
Moon-Spinners, The .....		BV
Mouse On The Moon .....	A1	For.
Move Over, Darling .....		Fox
Murder At The Gallop .....	A1	MGM
Muriel .....		UA
Mutiny On The Bounty .....	A2	MGM
My Fair Lady .....		WB
My Hobo .....		For.
My Life To Live .....		For.
My Name Is Ivan .....	A2	For.
My Six Loves .....	A1	Par.
My Son, The Hero .....		UA
Myster Submarine .....	A1	U-I

## N

Nature's Sweethearts .....		Misc.
New Interns, The .....		Col.
New Kind Of Love, A .....	B	Par.
Night Is My Future .....	B	Emb.
Night Must Fall .....		MGM
Night Of The Iguana .....		MGM
Night Tide (Filmgroup) .....		A-I
Nine Hours To Rama .....	A3	Fox
Now It Can Be Told .....		AA
Nutty Professor, The .....	A1	Par.

## O

Of Human Bondage .....		MGM
Of Love And Desire .....	B	Fox
Old Dark House, The .....	A2	Col.
Operation Bikini .....	B	A-I
Once Upon A Summer .....		UA
Only One New York .....		Emb.
Ordered To Love .....		For.
Out-Of-Towners, The .....		WB

PRIZE, THE—Paul Newman, Elke Sommer, Edward G. Robinson  
 RHINO—(MC)—Harry Guardino, Robert Culp  
 SEVEN FACES OF DR. LAO, THE —(WS; C)—Tony Randall, Barbara Eden  
 SMOG—(WS)—Annie Girardot, Renato Salvatore  
 TAMAHINE—(C)—Nancy Kwan, John Fraser  
 UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell  
 VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan  
 VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

## PARAMOUNT

## DISTRIBUTED DURING THE PAST 12 MONTHS

6307	ALL THE WAY HOME—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6221	COME BLOW YOUR HORN—C—112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220	DONOVAN'S REEF—CD—107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301	DON'T GIVE UP THE SHIP—C—89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217	DUEL OF THE TITANS—MD—90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
6205	GIRLS, GIRLS, GIRLS—CMU—106m.—(Panavision, TC)—Elvis Presley, Stella Stevens—4994 (11-7-62)—A colorful Presley picture
6210	GIRL NAMED TAMIKO, A—D—110m.—(TC; PV)—Laurence Harvey, France Nuyen—5001 (12-5-62)—Lush romantic drama of modern Japan—Filmed in Japan
R6218	GUNFIGHT AT THE O.K. CORRAL—W—122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216	HUD—D—112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
6206	IT'S ONLY MONEY—C—84m.—Jerry Lewis, Joan O'Brien—4999 (11-21-62)—Funny Jerry Lewis entry
R6223	LAST TRAIN FROM GUN HILL, THE—W—94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
R6214	MAN WHO KNEW TOO MUCH, THE—MD—120m.—(VV; TC)—James Stewart, Doris Day—5046 (6-12-63)—Reissue of high rating Hitchcock thriller
6213	MY SIX LOVES—CD—101m.—(TC)—Debbie Reynolds, Cliff Robertson—5025 (3-6-63)—Warm, entertaining family treat
6304	NEW KIND OF LOVE, A—C—110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219	NUTTY PROFESSOR, THE—C—107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6212	PAPA'S DELICATE CONDITION—C—98m.—(TC)—Jackie Gleason, Glynis Johns—5022 (2-20-63)—Comedy offers fun for the family
R6302	ROCK-A-BYE BABY—C—116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
R6308	TO CATCH A THIEF—MYC—106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215	TROUBLE WITH HARRY, THE—C—99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309	VERTIGO—MD—127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
6207	WHO'S GOT THE ACTION—C—93m.—(PV; TC)—Dean Martin, Lana Turner, Eddie Albert—5006 (12-9-62)—Names aid moderately amusing farce
6303	WIVES AND LOVERS—C—103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

## COMING FEATURES IN ORDER OF RELEASE

Nov.	FUN IN ACAPULCO—(TC)—Elvis Presley, Ursula Andress
Dec.	WHO'S BEEN SLEEPING IN MY BED—(TC)—Dean Martin, Carol Burnett
Dec.	WHO'S MINDING THE STORE?—(TC)—Jerry Lewis, Jill St. John

## COMING

BECKET—(PV; EC)—Richard Burton, Peter O'Toole  
 CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer  
 CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth  
 FALL OF THE ROMAN EMPIRE—(Ultral PV; TC)—Sophia Loren, Stephen Boyd  
 LAW OF THE LAWLESS—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix  
 LADY IN A CAGE—Olivia de Havilland, Jeff Corey, Ann Sothern  
 LOVE WITH THE PROPER STRANGER—Steve McQueen, Natalie Wood  
 PARIS PICK-UP—Robert Hossein, Lea Massar—French-made  
 PARIS WHEN IT SIZZLES—(TC; PV)—William Holden, Audrey Hepburn  
 SEVEN DAYS IN MAY—Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner  
 SON OF CAPTAIN BLOOD, THE—(TC)—Sean Flynn, Ann Todd

## 20TH CENTURY-FOX

## DISTRIBUTED DURING THE PAST 12 MONTHS

216	AIR PATROL—MD—70m.—(CS)—Willard Parker, Merry Anders—5014 (1-23-63)—Average police meller
304	DAY MARS INVADDED EARTH, THE—MD—70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
	CLEOPATRA—D—221m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (5-29-63)—Superior entertainment
312	CONDEMNED OF ALTONA, THE—D—114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
320	FAREWELL TO ARMS, A—D—123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
217	FIREBRAND, THE—W—63m.—(CS)—Kent Taylor, Lisa Montell, Valentin De Vargas—5010 (1-9-63)—Okay western
212	HAND OF DEATH—MD—62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317	HARBOR LIGHTS—MD—68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313	HOUSE OF THE DAMNED—MD—62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers
311	LEOPARD, THE—D—165m.—(CS; DC)—Burt Lancaster, Alain Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
221	LONGEST DAY, THE—D—180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
223	LOVES OF SALAMMO, THE—MD—72m.—(CS; DC)—Jeanne Valerie, Jacques Sernas, Edmund Purdom—4994 (11-7-62)—For the lower half—Filmed in Italy; dubbed in English
302	MARILYN—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
307	NINE HOURS TO RAMA—D—125m.—(CS; DC)—Horst Buchholz, Jose Ferrer, Valerie Gearon—5022 (2-20-63)—Engrossing dramatic reenactment of Gandhi's assassination—Filmed in India and England
319	OF LOVE AND DESIRE—D—97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316	POLICE NURSE—MD—64m.—(CS)—Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
306	ROBE, THE—D—133m.—(TC; CS)—Richard Burton, Jean Simmons—5017 (2-6-63)—Excellent—Reissue
301	SODOM AND GOMORRAH—D—154m.—(DC)—Stewart Granger, Pier Angeli—5014 (1-23-63)—Biblical spectacle flavored with sin for mass market—Made in Italy
309	STRIPPER, THE—D—95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
	TAKE HER, SHE'S MINE—C—98m.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
308	THIRTY YEARS OF FUN—COMP—85m.—Produced by Robert Youngson—5023 (2-20-63)—Highly amusing compilation of footage of yesteryear
	THUNDER ISLAND—MD—65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
315	YELLOW CANARY, THE—D—93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller
303	YOUNG GUNS OF TEXAS—W—78m.—(CS; DC)—James Mitchum, Alana Ladd—4999 (11-21-62)—Program entry has angles

## COMING FEATURES IN ORDER OF RELEASE

Sept.	LASSIE'S GREAT ADVENTURE—(DC)—June Lockhart, Hugh Reilly
Nov.	YOUNG SWINGERS, THE—(CS)—Molly Bee
Dec.	MOVE OVER DARLING—(CS; C)—Doris Day, James Garner

## COMING

GOOD SOUP, THE—(CS)—Franchot Tone, Annie Girardot  
 PLEASE, NOT NOW!—(CS)—Brigitte Bardot  
 SHOCK TREATMENT—(CS)—Stuart Whitman, Carol Lynley  
 SURF PARTY—(CS)—Bobby Vinton, Jackie DeShannon  
 THIRD SECRET, THE—(CS)—Stephen Boyd, Patricia Neal—English  
 VISIT, THE—Ingrid Bergman, Anthony Quinn  
 WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum  
 WINSTONE AFFAIR, THE—(CS)—Robert Mitchum, France Nuyen



UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6310 **AMAZONS OF ROME**—SPEC.-93m.—(EC)—Louis Jourdan, Sylvia Syms—5025 (3-6-63)—Actionful ancient war spectacle—French-Italian co-production; dubbed in English
- BEAUTY AND THE BEAST**—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
- BIG RISK, THE**—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
- 6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
- 6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergen, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
- 6305 **CHILD IS WAITING, A**—D-102m.—Burt Lancaster, Judy Garland—5014 (1-23-63)—Touching drama of retarded children, has top names—Kramer
- 6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
- COURT MARTIAL**—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
- 6308 **DIARY OF A MADMAN**—MD-96m.—(TC)—Vincent Price, Nancy Kovack—5025 (3-6-63)—Good horror show for program—Admiral
- 6307 **DR. NO**—MD-111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli
- 6306 **FIVE MILES TO MIDNIGHT**—D-110m.—Sophia Loren, Anthony Perkins—5023 (2-20-63)—Drama has suspense, intrigue, other angles—Litvak
- 6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch
- 6302 **GREAT VAN ROBBERY, THE**—MD-73m.—Denis Shaw, Kay Collard—5014 (1-23-63)—Okay action programmer—Danziger—English
- 6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English
- 6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
- 6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
- 6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
- 6309 **LOVE IS A BALL**—C-112m.—(PV; TC)—Glenn Ford, Hope Lange, Charles Boyer—5026 (3-6-63)—Slick sophisticated comedy romp—Oxford-Gold Medal
- 6220 **MIGHTY URSUS**—MD-92m.—(EC)—Ed Fury, Christina Cajori—5010 (1-9-63)—Ancient legend is a fair thriller—Italy and Spain; dubbed in English—Cine Italia and Atena
- 6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
- 6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
- 6303 **TARAS BULBA**—D-122m.—(PV; EC)—Tony Curtis, Yul Brynner, Christine Kaufman—5006 (12-19-62)—Action packed Cossack adventure should ride to good returns—Hecht
- 6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix
- 6234 **TOWER OF LONDON**—MD-79m.—Vincent Price, Joan Freeman—4994 (11-7-62)—Grlsly page from English history makes moderate programmer—Admiral
- 6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
- 6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
- 6301 **TWO FOR THE SEESAW**—CD-120m.—(PV)—Robert Mitchum, Shirley MacLaine—4995 (11-7-62)—Filmization of stage hit is excellent entertainment for adults—Mirisch
- 6236 **VAMPIRE AND THE BALLERINA, THE**—MD-84m.—Helene Remy, Maria Luisa Rolando—5006 (12-19-62)—Moderate horror entry from the program—Italian made; dubbed in English—C.I.F. Consorzio Italiano Film

COMING FEATURES IN ORDER OF RELEASE

- Nov. **IT'S A MAD, MAD, MAD, MAD WORLD**—(TC; CN)—Spencer Tracy, Milton Berle, Ethel Merman (Kramer)
- Nov. **McINTOCKI**—PV; TC)—John Wayne, Maureen O'Hara—Batjac
- Dec. **KINGS OF THE SUN**—(PV; DC)—Yul Brynner, Shirley Ann Field—Mirisch

COMING

- BEST MAN, THE**—Henry Fonda, Cliff Robertson, Margaret Leighton-Miller-Turman
- CEREMONY, THE**—Laurence Harvey, Sarah Miles
- COOL MIKADO, THE**—(EC)—Dennis Price, Stubby Kaye
- DUBIOUS PATRIOTS, THE**—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
- FLIGHT FROM ASHIYA**—(PV)—Yul Brynner, Suzy Parker—Hecht
- FOR THOSE WHO THINK YOUNG**—(TS; TC)—James Darren, Pamela Tiffin—Essex
- FROM RUSSIA, WITH LOVE**—(TS; TC)—Sean Connery, Lotte Lenya—Eon
- GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
- HERE'S LAS VEGAS**—(Pathe; Color)—Personnel of Las Vegas Shows—Case, Roach
- INVITATION TO A GUNFIGHTER**—(PV; EC)—Yul Brynner, Janice Rule—Kramer
- LADY FOR A KNIGHT**—Norman Wisdom, Millicent Martin (Knightsbridge)
- LADYBUG, LADYBUG**—Jane Connell, William Daniels, Alice Playten—Perry
- LIGHT OF DAY, THE**—Mellna Mercouri, Maximilian Schell—Filmways
- MAN IN THE MIDDLE**—Peter Ustinov, Mellna Mercouri—Dassin
- MURIEL**—(EC)—Delphina Seyrig, Jean-Baptiste Thlerree—Angos, Alpha, Dear
- ONCE UPON A SUMMER**—Rita Tushingham, Peter Finch—Woodfall—English
- PINK PANTHER, THE**—(Super-TE 70; TC)—Peter Sellers, Capucine, David Niven, Robert Wagner—Mirisch
- PROPER TIME, THE**—Tom Laughlin, Nira Monsour—Laughlin
- REACH FOR THE STARS**—Don Murray—Ross
- 633 SQUADRON**—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
- SPIDER'S WEB, THE**—(TC)—Glynis Johns, John Justin—Danziger
- TAKE LOVE EASY**—Peter Finch, Rita Tushingham—Richardson
- TRAIN, THE**—Burt Lancaster, Jeanne Moreau
- WHEREVER LOVE TAKES ME**—William Holden, Susannah York—Helvia
- WOMEN OF STRAW**—(C)—Gina Lollabrigida Sean Connery
- WORLD OF HENRY ORIENT, THE**—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts
- YOUNG LUCIFER**—George Chakiris, Tuesday Weld—Mirisch

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 **BIRDS, THE**—D-120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice
- CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angle Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
- 6303 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee, Bobby Darin—5017 (2-6-63)—Highly enjoyable comedy—Reissue
- CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
- 6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
- 6301 **FREUD: THE SECRET PASSION**—D-139m.—Montgomery Cliff, Susannah York, Larry Parks—5006 (12-19-62)—Quality entry for the discriminating
- 6304 **40 POUNDS OF TROUBLE**—C-102m.—(PV; EC)—Tony Curtis, Suzanne Pleshette, Phil Silvers, Claire Wilcox—5003 (12-5-62)—Highly enjoyable entertainment
- 6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
- 6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Kelth, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
- 6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
- 6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
- 6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
- 6302 **LOVER COME BACK**—C-107m.—(EC)—Rock Hudson, Doris Day—5017 (2-6-63)—Comedy has angles to make it a hit—Reissue
- 6305 **MYSTERY SUBMARINE**—MD-90m.—Edward Judd, James Robertson Justice—5010 (1-9-63)—Okay program entry—English
- 6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English
- 6310 **SHOWDOWN**—W-179m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program
- SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE**
- 6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry

P

- Pagan Island ..... Misc.
- Palm Springs Week-End ..... WB
- Parnoiac ..... A2 U-I
- Papa's Delicate Condition ..... A1 Par.
- Paris Pick-Up ..... Par.
- Paris When It Sizzles ..... Par.
- Passionate Thief, The ..... A3 Emb.
- Password Is Courage, The ..... A1 MGM
- Payroll ..... B AA
- Peep Shows Of Paris ..... Misc.
- Period Of Adjustment ..... A3 MGM
- Pillar Of Fire, The ..... For.
- Pink Panther ..... A3 UA
- Playboy ..... Col.
- Playboy Of The Western World ..... A2 For.
- Playgirls And The Vampire, The ..... For.
- Play It Cool ..... A2 AA
- Play It Cooler ..... C Col.
- Please, Not Now! ..... Fox
- Police Nurse ..... A3 Fox
- Postman's Knock ..... A1 WB
- PT 109 ..... MGM
- Prize, The ..... Misc.
- Promises, Promises ..... UA
- Proper Time, The ..... Col.
- Psyche 59 ..... Misc.
- Public Affair, A ..... Col.
- Pumpkin Eater, The ..... A3 A-I
- Pyro ..... A3 A-I

R

- Rage Of The Buccaneers ..... For.
- Rampage ..... B WB
- Raven, The ..... A1 A-I
- Reach For Glory ..... Col.
- Reach For The Stars ..... UA
- Renegade Posse ..... U
- Reptilicus ..... A1 A-I
- Rhino ..... MGM
- Riffi In Tokyo ..... A3 MGM
- Robe, The—Re. .... A1 Fox
- Robin And The 7 Hoods ..... WB
- Rock-A-Bye Baby—Re. .... A1 Par.
- Room Mates ..... For.
- Run With The Devil ..... For.
- Running Man, The ..... A3 Col.

S

- Samson And The 7 Miracles Of The World ..... A2 A-I
- Samson And The Slave Queen .. A2 For.
- Sanjuro ..... A1 BV
- Savage Sam ..... A2 MGM
- Savage Guns ..... Misc.
- Scanty Panties ..... For.
- Season For Love, The ..... Col.
- Senillta ..... C Emb.
- Seven Capital Sins ..... Par.
- Seven Days In May ..... MGM
- Seven Faces Of Dr. Lao, The ... A1 MGM
- Seven Seas To Calais ..... WB
- Sex And The Single Girl ..... B AA
- Shock Corridor ..... Fox
- Shock Treatment ..... A2 U
- Show Boat—RE ..... A2 Misc.
- Showdown ..... A1 Col.
- Siege Of The Saxons ..... UA
- 633 Squadron ..... A2 MGM
- Slave, The ..... C For.
- Small World Of Sammy Lee, The ..... MGM
- Smog ..... B Fox
- Sodom And Gomorrah ..... AA
- Soldier In The Rain ..... A-I
- Some People ..... Par.
- Son Of Captain Blood, The .... A1 BV
- Son Of Flubber ..... A3 For.
- Sparrows Can't Sing ..... A3 WB
- Spencer's Mountain ..... UA
- Spider's Web, The ..... A2 MGM
- Square Of Violence ..... Misc.
- Steam Heat ..... For.
- Steppe, The ..... A2 WA
- Stolen Hours ..... Col.
- Strait-jacket ..... For.
- Stranger Knocks, A ..... AA
- Strangler, The ..... B Fox
- Stripper, The ..... A2 For.
- Suitor, The ..... A-I
- Summer Holiday ..... A1 BV
- Summer Magic ..... B WB
- Summer Place—Re. .... MGM
- Sunday In New York ..... Fox
- Surf Party ..... Col.
- Swingin' Maiden, The ..... A1 BV
- Sword And The Stone ..... A1 BV
- Sword Of Lancelot (See Lancelot And Guinevere)
- Swordsmen Of Slenna ..... A1 MGM



## T

Take Her, She's Mine .....	Fox
• Take Love Easy .....	UA
Tammy And The Doctor .....	A1 U-I
Taras Bulba .....	A2 UA
Tarzan's Three Challenges .....	A1 MGM
Term Of Trial .....	A3 WB
Terror, The .....	A2 A-I
• These Are The Damned .....	Col.
Three Fables Of Love .....	B For.
• Three Lives Of Thomasina, The ..	BV
• Three Penny Opera .....	Emb.
Three Stooges Go Around The	
World In A Daze .....	Col.
Third Of A Man .....	A2 UA
• Third Secret, The .....	Fox
Thrill Of It All, The .....	A2 U-I
13 Frightened Girls .....	A1 Col.
Thirty Years Of Fun .....	A1 Fox
This Sporting Life .....	A4 For.
Thunder Island .....	A2 Fox
Ticklish Affair, A .....	A1 MGM
• Tiger Walks, A .....	BV
• Tiko And The Shark .....	MGM
Time Out For Love .....	B For.
To Catch A Thief—Re. ....	A2 Par.
To Kill A Mocking Bird .....	A2 U-I
Tom Jones .....	UA
Tower Of London, The .....	A3 UA
Toys In The Attic .....	A3 UA
Traitors, The .....	A1 U
• Train, The .....	UA
Trauma .....	Misc.
• Traveling Lady, The .....	Col.
Trial And Error .....	A3 MGM
Trouble With Harry, The—Re. ...	B Par.
20,000 Leagues Under The Sea—Re.	A1 BV
• 25th Hour, The .....	Col.
Twice Told Tales .....	A2 UA
Twilight Of Honor .....	A3 MGM
• Two Are Guilty .....	A3 MGM
Two For The Seesaw .....	A3 UA
Two Tickets To Paris .....	A2 Col.

## U

Ugly American, The .....	A1 U-I
• Under Age .....	A1
Under The Yum Yum Tree .....	A4 Col.
• Unsinkable Molly Brown, The ...	MGM

## V

Vampire And The Ballerina, The .	A3 UA
Vertigo—Re. ....	B Par.
• Vice And Virtue .....	MGM
• Victors, The .....	Col.
• Village Of Daughters .....	MGM
Violated Paradise .....	For.
• Visit, The .....	Fox
• Viva Las Vegas .....	MGM
V.I.P.'s, The .....	A3 MGM

## W

Wall Of Noise .....	B WB
Walleyed Nippon .....	For.
• War Is Hell .....	A2 AA
Warriors Five .....	A3 A-I
• Watch It, Sailor .....	Col.
Werewolf In A Girl's Dormitory .	A2 Misc.
• What A Way To Go! .....	Fox
What Every Happened To Baby	
Jane? .....	A3 WB
Wheeler Dealers, The .....	A2 MGM
When The Girls Take Over .....	Misc.
• Wherever Love Takes Me .....	UA
• Whistle Your Way Back Home ..	Col.
White Slave Ship .....	B A-I
• Who's Been Sleeping In My Bed .	B Par.
• Who's Minding The Store? .....	Par.
• Who's Got The Action .....	A3 Par.
• Wild And Wonderful .....	U
Wild Is My Love .....	Misc.
• Wild Goose Stop .....	BV
• Winston Affair, The .....	Fox
Wives And Lovers .....	B Par.
• Women Of Straw .....	UA
Women Of The World .....	C Emb.
Wonderful World Of The Brothers	
Grimm, The .....	A1 MGM
• World Of Henry Orient, The ....	UA
Wrong Arm Of The Law .....	A3 For.

## X

X—The Man With The X-Ray Eyes	A2 A-I
-------------------------------	--------

## Y

• Year Of The Tiger .....	AA
Yellow Canary, The .....	A2 Fox
Yellowstone Cubs .....	BV
• Yesterday, Today And Tomorrow	Emb.
Young And The Brave .....	A1 MGM
• Young Girls Of Good Family ...	Emb.
• Young Guns Of Texas .....	A1 Fox
• Youngblood Hawke .....	WB
• Whistle Your Way Back Home ..	Col.
• Young Racers, The .....	A2 A-I
• Young Swingers, The .....	A1 Fox

- 6316 **THRILL OF IT ALL, THE**—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy  
 6306 **TO KILL A MOCKINGBIRD**—D—129m.—Gregory Peck, Mary Badham, Phillip Alford—5007 (12-19-62)—Well-made and absorbing drama  
 6317 **TRAITORS, THE**—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English  
 6308 **UGLY AMERICAN, THE**—D—120m.—(EC)—Marlon Brando, Sandra Church—5035 (4-3-63)—High rating, topical drama

## COMING

**BEDTIME STORY**—(C)—Marlon Brando, David Niven, Shirley Jones  
**BRASS BOTTLE, THE**—(EC)—Tony Randall, Burl Ives, Barbara Eden  
**CHALK GARDEN, THE**—(TC)—Hayley Mills, Deborah Kerr  
**DARK PURPOSE**—(EC)—Shirley Jones, Rossano Brazzi  
**GUNHAND, THE**—Tony Young, Dan Duryea  
**HE RIDES TALL**—Dan Duryea, Tony Young, Joe Morrow  
**HIDE AND SEEK**—Janet Munro, Curt Jurgens  
**ISLAND OF THE BLUE DOLPHINS**—(EC)—Celia Kaye, Jule Jayne  
**MAN'S FAVORITE SPORT?**—(C)—Rock Hudson, Paula Prentiss  
**RENEGADE POSSE**—Audie Murphy  
**WILD AND WONDERFUL**—(C)—Tony Curtis, Christine Kaufmann

## WARNER BROS.

## DISTRIBUTED DURING THE PAST 12 MONTHS

- AUNTIE MAME**—C—143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue  
 263 **BLACK GOLD**—MD—98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn  
 352 **CASTILIAN, THE**—D—129m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain  
 259 **CRITICS CHOICE**—C—100m.—(PV; TC)—Bob Hope, Lucille Ball—5035 (4-3-63)—Amusing comedy gets big 'name' boost  
 256 **DAYS OF WINE AND ROSES**—D—117m.—Jack Lemmon, Lee Remick, Charles Bickford—5004 (12-5-62)—Grim, well-made drama of evils of alcohol  
 257 **GIANT**—D—201m.—(WC)—Elizabeth Taylor, Rock Hudson James Dean—5017 (2-6-63)—A giant of a picture—Reissue  
 264 **ISLAND OF LOVE**—C—101m.—(PV; TC)—Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy  
 354 **MARY, MARY**—C—126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit  
 266 **PT 109**—D—140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's war-time experiences  
 353 **RAMPAGE**—D—98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama  
 265 **SPENCER'S MOUNTAIN**—D—119m.—(PV; TC)—Henry Fonda, Maureen O'Hara—5026 (3-6-63)—Highly interesting drama for family trade  
**SUMMER PLACE**—D—130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue  
 255 **TERM OF TRIAL**—D—113m.—Laurence Olivier, Simone Signoret—5015 (1-23-63)—Sensitive, well-acted drama—English  
 351 **WALL OF NOISE**—D—112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background  
 252 **WHAT EVER HAPPENED TO BABY JANE**—D—132m.—Bette Davis, Joan Crawford—4995 (11-7-62)—High rating suspense drama

## COMING FEATURES IN ORDER OF RELEASE

- Nov. **PALM SPRINGS WEEK-END**—(TC)—Troy Donahue, Connie Stevens, Ty Hardin  
 Jan. **FOUR FOR TEXAS**—(TC; PV)—Frank Sinatra, Dean Martin, Anita Ekberg

## COMING

**ACT ONE**—George Hamilton, Jason Robards, jr.  
**AMERICA AMERICA**—Stathis Giallelis  
**CHEYENE AUTUMN**—(Super-PV 70; C)—Spencer Tracy, James Stewart, Carroll Baker  
**DEAD RINGER**—Bette Davis, Karl Malden, Peter Lawford  
**DISTANT TRUMPET, A**—(PV; TC)—Troy Donahue, Suzanne Pleshette  
**ENSIGN PULVER**—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins  
**GREAT RACE, THE**—(WS; C)—Burt Lancaster, Jack Lemmon  
**INCREDIBLE MR. LIMPET, THE**—(TC)—Don Knotts, Carole Cook  
**KISSES FOR MY PRESIDENT**—Fred MacMurray, Polly Bergen  
**MY FAIR LADY**—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn  
**OUT-OF-TOWNERS, THE**—Glenn Ford, Geraldine Page  
**ROBIN AND THE SEVEN HOODS**—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, jr., Bing Crosby  
**SEX AND THE SINGLE GIRL**—Tony Curtis, Natalie Wood  
**YOUNGBLOOD HAWKE**—(TC)—James Franciscus, Suzanne Pleshette

## MISCELLANEOUS

- BALCONY, THE**—D—84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental  
**BLACK FOX**—DOC—89m.—Written, directed and produced by Louis Clyde Stoumen—5043 (5-1-63)—Fine documentary—Capri Films  
**BUNNY YEAGER'S NUDE CAMERA**—NOV.—60m.—(C)—Bunny Yeager and models—5018 (2-6-63)—Nudie novelty for exploitation spots—Cinema Syndicate  
**CARNIVAL OF SOULS**—D—80m.—Candace Hilligoss, Sidney Berger—5031 (3-20-63)—Real gone "new wave" effort—Herts-Lion Int.  
**CORRIDORS OF BLOOD**—MD—87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges  
**CREATION OF THE HUMANIDS, THE**—MD—75m.—(EC)—Don Megowan, Erica Elliot—5099 (10-9-63)—For the lower half —Emerson Film Ent.  
**DAUGHTER OF THE SUN GOD**—MD—75m.—(EC)—William Holmes, Lisa Montell—5103 (10-23-63)—Strictly for the duallers —Filmed in Peru—Herts-Lion Int.  
**DEVIL'S HAND, THE**—MD—71m.—Linda Christian, Robert Alda—5043 (5-1-63)—Voodoo devil worshippers meller for duallers—Crown Int.  
**DEVIL'S MESSENGER, THE**—MD—72m.—Lon Chaney, Karen Kadler—5032 (3-20-63)—Weird, episodic thriller—Herts-Lion Int.  
**EAST OF KILIMANJARO**—MD—75m.—(Vistarama; TC)—Marshall Thompson, Gaby Andre—5043 (5-1-63)—Wild animal thriller for duallers—Made in Africa—Parade  
**EUROPE IN THE RAW**—NOV.—70m.—(EC)—Produced and photographed by Russ Meyer—5051 (5-29-63)—Mixture of sex and scenery for exploitation spots—Eve Productions  
**EUROPEAN NIGHTS**—NOV.—82m.—(EC)—Narrated by Henry Morgan—5043 (5-1-63)—Interesting import—Italian; English narration—Burstyn  
**FALLGUY, THE**—MD—70m.—Ed Dugan—5051 (5-29-63)—Crime meller for duallers—Fairway-Int.  
**GREAT CARUSO, THE**—DMU—109m.—(TC)—Mario Lanza, Ann Blythe—5013 (1-23-63)—High rating MGM reissue—Independent Exchanges  
**GREENWICH VILLAGE STORY**—D—95m.—Robert Hogan, Melinda Plank—5066 (7-10-63)—Off-beat love story—Shawn Int.  
**HEAVENLY BODIES**—NOV.—60m.—(EC)—Russ Meyer—5092 (9-11-63)—Nudie novelty for censor-free spots—Eve  
**MONSTROSITY**—MD—67m.—Erica Peters, Frank Gerstle—5099 (10-9-63)—For the duallers—Emerson Film Ent.  
**NATURE'S SWEETHEARTS**—NOV.—63m.—(EC)—Maria Stinger, Dick Powers—5074 (8-7-63)—Nudist film for adults—Ikay Beautiful Films  
**PAGAN ISLAND**—D—60m.—Edwards Dew, Nani Maka—5018 (2-6-63)—Lower half programmer—Cinema Syndicate  
**PEEP SHOWS OF PARIS**—BUR.—70m.—(EC)—Tempest Storm—5066 (7-10-63)—Fair filmed burlesque show—Pad  
**PROMISES, PROMISES**—C—75m.—Jayne Mansfield, Tommy Noonan—5096 (9-25-63)—Comedy and cheesecake make for fun —NTD  
**PUBLIC AFFAIR, A**—D—75m.—Myron McCormick, Edward Binns, Jacqueline Loughrey—5043 (5-1-63)—Fair political expose dualler—Parade  
**STEAM HEAT**—NOV.—68m.—(EC)—Brandy Long, Bill Teas—5066 (7-10-63)—Fair nudie girlie novelty for fast buck spots—Pad  
**TRAUMA**—MD—92m.—John Conte, Lynn Bari—5058 (6-12-63)—Satisfactory chills for horror fans—Parade  
**WHEN THE GIRLS TAKE OVER**—C—80m.—(TC)—Robert Lowery, Ingeborg Kjellden—5058 (6-12-63)—Strictly for the lower half—Parade  
**SHOW BOAT**—MUD—107m.—(TC)—Kathryn Grayson, Ava Gardner, Howard Keel—5014 (1-23-63)—High rating MGM reissue —Independent Exchanges  
**WILD IS MY LOVE**—D—74m.—Paul Hampton, Elizabeth MacCraie—5018 (2-6-63)—For exploitation spots—Mishkin  
**WEREWOLF IN A GIRL'S DORMITORY (GHOUL IN SCHOOL, THE)**—MD—84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges



## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

**ARMY GAME, THE**—C-87m.—(Franscope)—Christian De Tilliere, Ricet-Barrier—5058 (6-12-63)—Fair Comedy import—French; English titles—Bleeker St. Cinema

**AS NATURE INTENDED**—NOV.—65m.—(EC)—Pamela Green, Jackie Salt—5058 (6-12-63) Travel and nudist novelty—English—Crown-Int.

**BUDDAH**—D-134m.—(TE; TC)—Kojiro Hongo—5066 (7-10-63)—Interesting entry for art spots—Japanese; English titles—Lopert

**BURNING COURT, THE**—MD-102m.—Nadja Tiller, Jean-Claude Brialy—5074 (8-7-63)—Fair import—French-made; dubbed in English—Trans-Lux

**FIASCO IN MILAN**—C-104m.—Vittorio Gassman, Claudia Cardinale—5044 (5-1-63)—Amusing import—Italian; English titles—Avion-Trans-Universe

**FLAMBOYANT SEX, THE**—D-76m.—Anita Lindoff—5031 (3-20-63)—Exploitable offering for art spots—French; English titles—English—Atlantic

**FRENCH GAME, THE**—D-86m.—Francoise Brion, Jean-Louis Trintignant—5103 (10-23-63)—Moderately interesting import—French made; English titles—Atlantic

**FRUIT IS RIPE, THE**—MD-90m.—Scilla Gabel, Philippe Leroy—5051 (5-29-63)—Sex-ridden meller for exploitation spots—French made; dubbed in English—Janus

**GIRL HUNTERS, THE**—MD-96m.—(PV)—Mickey Spillane, Shirley Eaton—5058 (6-12-63)—Well paced Spillane who-done-it—English—Colorama

**HEAD, THE**—MD-95m.—Horst Frank, Karen Kerne—5063 (6-26-63)—Exploitable horror item—Filmed abroad; dubbed in English—Trans-Lux

**HEAVENS ABOVE**—C-105m.—Peter Sellers, Isabel Jeans—5067 (7-10-63)—Amusing Peter Sellers spoof—English—Janus

**HERCULES AND THE CAPTIVE WOMEN**—FAN-91m.—(TE; TC)—Reg Park, Fay Spain—5047 (5-15-63)—For kiddie matinees and action spots—Italian; Dubbed in English—Woolner Bros.

**HOT MONEY GIRL**—MD-81m.—Eddie Constantine, Dawn Addams—5103 (10-23-63)—Okay action programmer—German-made; spoken in English—United Producers Releasing Org.

**HOUSEHOLDER, THE**—CD-100m.—Shashi Kapoor—5103 (10-23-63)—Cute import for art spots—Indian-made; English language—Royal Films Int.

**IMPERSONATOR, THE**—MD-64m.—John Crawford, Jane Griffiths, John Salew—5047 (5-15-63)—Okay adult murder meller programmer—English-made—Continental

**LE AMICHE (THE GIRL FRIENDS)**—D-103m.—Eleanora Rossi Draga, Valentina Cortese—5059 (6-12-63)—Talky import misses the mark—Italian; English titles—Premiere

**LAFAYETTE**—D-110m.—(TE; TC)—Jack Hawkins, Orson Welles, Howard St. John—5039 (4-17-63)—Interesting historical import—French; English dialogue—Maco

**LA POUPEE**—D-90m.—(EC)—Zbigniew Cybulski, Sonne Teal—5096 (9-25-63)—Way-out satire on politics and people—French; English titles—Hakim

**LAZARILLO**—D-100m.—Marco Paoletti—5059 (6-12-63)—Good art spots entry—Filmed in Spain; English titles—Union

**LORD OF THE FLIES**—D-90m.—James Aubrey, Tom Chapin—5092 (9-11-63)—Skillfully made, but disturbing drama is decidedly off-beat—English-made—Continental

**MAGNIFICENT SINNER**—D-91m.—(EC)—Romy Schneider, Curt Jurgens—5047 (5-15-63)—Moderately interesting import—Filmed abroad; English dialogue—Film-Mart

**MARRIAGE OF FIGARO, THE**—C-105m.—(EC)—Georges Descroeres, Yvonne Gaudeau—5069 (7-24-63)—Colorful entry for art spots—French; English titles—Union

**MILL OF THE STONE WOMEN**—MD-94m.—(TC)—Pierre Brice, Scilla Gabel—5104 (10-23-63)—Horror meller is okay dualler—Made in The Netherlands—Dubbed in English—Parade

**MONDO CANE**—DOC-105m.—(TC)—Produced and conceived by Gualtiero Jacopetti—5036 (4-3-63)—Off-beat documentary can score high—Italian; English narration—Times

**MOUSE ON THE MOON, THE**—C-82m.—(EC)—Margaret Rutherford, Bernard Cribbins, Ron Moody—5052 (5-29-63)—Amusing spoof on race for the moon—English—Lopert

**MY HOBO**—C-98m.—(Tohoscope; EC)—Keiji Kobayashi, Kideko Takamine—5069 (7-24-63)—Cute import—Japanese; English titles—Toho

**MY LIFE TO LIVE**—D-85m.—Anna Karina, Saddy Rebbot—5100 (10-9-63)—Fair import—French made; English titles—Union

**MY NAME IS IVAN**—MD-94m.—Kolya Burlaiev—5067 (7-10-63)—Fair import of limited appeal—Russian; English titles—Sig Shore

**ORDERED TO LOVE**—D-82m.—Maria Perschy, Joachim Hansen—5075 (8-7-63)—Exploitable program offering—German-made; dubbed in English—M.C. Dist.

**PILLAR OF FIRE, THE**—D-75m.—Michael Shilli, Nehama Hendel—5059 (6-12-63)—Interesting import—Filmed in Israel; spoken in English—Kassler

**PLAYBOY OF THE WESTERN WORLD, THE**—D-100m.—(C)—Siobban McKenna, Gary Raymond—5048 (5-15-63)—Good entry for art spots—Ireland—Janus

**PLAYGIRLS AND THE VAMPIRE, THE**—MD-76m.—Lyla Rocco, Walter Brandi—5067 (7-10-63)—Okay horror meller—Italian; dubbed in English—Fanfare

**RAGE OF THE BUCCANEERS**—MD-90m.—(CS; EC)—Richarado Montalban, Vincent Price—5067 (7-10-63)—Good swashbuckler—Italian; dubbed in English—Colorama

**ROOM-MATES**—C-90m.—(C)—James Robertson Justice, Leslie Phillips—5031 (3-20-63)—Pleasant English comedy offers musical bonus—English—Anglo Amalgamated

**RUN WITH THE DEVIL**—D-93m.—Antonella Lualdi, Gerard Blain, Franco Fabrizi—5070 (7-24-63)—Interesting import—Italian; English titles—Jillo Films

**SANJURO**—MD-96m.—Tishiro Mifune—Good import—5059 (6-12-63)—Japanese made; English titles—Toho

**SEASON FOR LOVE, THE**—D-103m.—Daniel Gelin, Francoise Arnoul—5059 (6-12-63)—Fair import for art spots—French; English titles—Hakim

**SMALL WORLD OF SAMMY LEE, THE**—D-105m.—Anthony Newley, Julia Foster—5092 (9-11-63)—Intriguing tale best suited for adult audiences—Seven Arts

**SPARROWS CAN'T SING**—CD-94m.—James Booth, Barbara Windsor—5059 (6-12-63)—Excellent true-life picture of "East End" Cockneys—English—Janus

**STRANGER KNOCKS, A**—D-81m.—Birgitte Federspiel, Preben Lerdorff Rye—5031 (3-20-63)—Well-made though controversial drama strictly for art spots; Danish—English titles—Trans-Lux

**THIS SPORTING LIFE**—D-129m.—Richard Harris, Rachael Roberts—5070 (7-24-63)—Fascinating character study on the unpleasant side—English—Continental

**TIME OUT FOR LOVE**—D-91m.—Jean Seberg, Micheline Presle, Maurice Ronet—5067 (7-10-63)—Fair import—French; English titles—Zenith Int.

**THREE FABLES OF LOVE**—C-76m.—Sylva Koscina, Anna Karina, Leslie Caron—5075 (8-7-63)—Fun-filled entry for art spots—Italo-French; English titles—Janus

**TOM JONES**—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made—Lopert

**VIOLATED PARADISE**—NOV.—64m.—(C)—Kazuko Mine—5070 (7-24-63)—Novelty for exploitation and art spots—Japanese narration—Victoria

**WALLEYED NIPPON**—C-90m.—(Tohoscope)—Akira Takarada, Yumi Shirakawa—5104 (10-23-63)—Cute entry of modern Japan and mixed-up romance—Japanese made; English titles—Toho

**WRONG ARM OF THE LAW, THE**—C-91m.—Peter Sellers, Nanette Newman—5040 (4-17-63)—Amusing import has Sellers' name—English—Continental

## THESE THEATRE- TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

### DATE BOOK FORMS:

... Pocket-Size-6 ring (3 3/4 x 6 3/4 in.) Dated full year supply \$1.00  
... Large Size-3 ring (9 x 12 in.)  
... Undated 52 pages ..... .50

### SERVICE-KIT SYSTEM:

... Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers ..... 1.30  
... Availability and Playoff Worksheets (9 x 12 in.) 10 pages ..... .10  
... Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages ..... .25

### BINDERS, Plain:

... For Pocket-Size Date Book-6 ring. Soft leatherette. .... 1.30  
... For Service-Kit System, Reviews, Service-Section. Stiff leatherette. .... 1.50

### ZIPPER CASE BINDERS, Leather:

... 3-Ring, genuine cowhide. Tax incl. .... 6.00

### BOXOFFICE STATEMENTS:

... Regular theatre. Padded in 50's and punched (5 1/2 x 9 in.). Per Pad ..... .30  
... Drive-in theatre. Padded in 50's and punched (5 1/2 x 9 in.). Per Pad ..... .30

### PROGRAM AND RUNNING TIME SCHEDULES:

... For regular and drive-in theatres. Padded in 50's. Per Pad ..... .30

### BOOKKEEPING SYSTEM—Book:

... At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

### BUSINESS ANALYSIS SPREAD-SHEETS:

... Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets ..... .55

### PAYROLL FORMS:

... Weekly for regular and drive-in. Folding flap (8 1/2 x 11 in.). Set of 52 sheets .... 1.30

### EMPLOYEE EARNINGS RECORD CARDS:

... Annual card for each employee (8 1/2 x 11 in.). All deductions. Set of 12 cards .40

### PETTY CASH CONTROL SYSTEM:

... Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad ..... .30  
... Weekly envelopes for filing full week's transactions. Set of 50 ..... .65

### SERVICE MANUALS FOR TRAINING:

... Separate sections on regular and drive-in employees. Each .10

## EXHIBITOR BOOK SHOP

317 N. Broad St.  
Philadelphia, Pa. 19107



# The Shorts Parade

1962-63 1963-64 Seasons

## Buena Vista

### WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

- 17101 Donald's Lucky Day
- 17102 Donald's Cousin Gus
- 17103 Fire Chief (DD)
- 17104 Early To Bed (DD)
- 17105 Canine Caddy (MM)
- 17106 Springtime For Pluto (P)
- 17107 Dog Watch (P)
- 17108 Art Of Skiing (G)
- 17109 How To Play Baseball (G)
- 17110 Mickey's Delayed Date (MM)
- 17111 Chicken Little
- 17112 Two Chips and A Miss (Chip 'n' Dale)

### SINGLE REEL CARTOONS (TECHNICOLOR)

- 101 How To Have An Accident At Work
- 123 The Litterbug
- 125 Aquamania

### TWO REEL CARTOON SPECIALS (TECHNICOLOR)

- 097 Goliath II
- 102 Noah's Ark
- 119 Saga Of Windwagon Smith
- 112 Donald and The Wheel
- 139 A Symposium On Popular Songs

### THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

- 079 Japan
- 086 The Danube
- 099 Eyes In Outer Space
- 105 Islands Of The Sea
- 106 Mysteries Of The Deep
- 127 Bear Country (Re-issue)
- 131 Water Birds (Re-issue)

### FEATURETTES (TECHNICOLOR)

- 094 Legend Of Sleepy Hollow (Re-issue)
- 114 Hound That Thought He Was A Raccoon
- 118 Horse With The Flying Tail

## Columbia

### COLOR FEATURETTES

- 7441 (Sept.) Wonderful Switzerland
- 7442 (Nov.) Travel Along With The Arkansas Traveler
- 7443 (Jan.) Eventful Britain
- 7444 (Mar.) Wonderful Africa

### LOOPY DE LOOP COLOR CARTOONS

- 7701 (Sept.) Slippery Slippers
- 7702 (Oct.) Chicken Fracas-See
- 7703 (Nov.) Rancid Ransom
- 7704 (Dec.) Bunnies Abundant
- 7705 (Feb.) Just A Wolfe At Heart
- 7706 (Mar.) Chicken-Hearted Wolf
- 7707 (Apr.) Watcha Watchin'

### MR. MAGOO CARTOONS (REISSUES)

- 7751 (Sept.) Magoo's Cruise
- 7752 (Oct.) Magoo's Problem Child
- 7753 (Nov.) Love Comes To Magoo
- 7754 (Dec.) Meet Mother Magoo
- 7755 (Feb.) Gumshoe Magoo
- 7756 (Mar.) Magoo Goes Overboard

### COLOR FAVORITE CARTOONS (REISSUES)

- 7601 (Sept.) Gerald McBoing Boing On Planet Moo
- 7602 (Sept.) Happy Tots
- 7603 (Oct.) Willie The Kid
- 7604 (Nov.) Little Rover
- 7605 (Nov.) Christopher Crumpet
- 7606 (Dec.) A Boy and His Dog
- 7608 (Jan.) Snow Time
- 7609 (Feb.) Emperor's New Clothes
- 7610 (Mar.) Little Boy With A Big Horn
- 7611 (Mar.) The Foxy Pup
- 7612 (Apr.) Let's Go

### CANDID MICROPHONE

- 7551 (Sept.) No. 1 Series 4
- 7552 (Nov.) No. 2 Series 4
- 7553 (Jan.) No. 3 Series 4
- 7554 (Mar.) No. 4 Series 4

### TWO REELERS THE THREE STOOGES (REISSUES)

- 7401 (Sept.) Husbands Beware
- 7402 (Oct.) Creeps
- 7403 (Nov.) Flaggpole Jitters
- 7404 (Jan.) For Crimin Out Loud
- 7405 (Feb.) Rumpus In The Harem
- 7406 (Apr.) Hot Stuff

### COMEDY FAVORITES (REISSUES)

- 7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
- 7432 (Nov.) Tall, Dark and Gruesome (Hugh Herbert)
- 7433 (Dec.) Training For Trouble (Schilling & Lane)
- 7434 (Jan.) He Popped His Pistol
- 7435 (Mar.) Wife Decoy

### ASSORTED FAVORITES (REISSUES)

- 7421 (Sept.) Spies and Guys (Joe Besser)
- 7422 (Nov.) General Nuisance (Buster Keaton)
- 7423 (Dec.) Hook A Crook (Joe Besser)
- 7424 (Feb.) So's Your Antenna (Harry VonZell)
- 7425 (Apr.) She's Oil Mine (Buster Keaton)

### SERIALS (REISSUES)

- 7120 (Oct.) The Batman
- 7140 (Mar.) Roar Of The Iron Horse

## Metro-Goldwyn-Mayer

### TOM AND JERRY CARTOONS (METROCOLOR)

- W-361 (Sept.) Switchin' Kitten
- W-362 (Oct.) Down and Outing
- W-363 (Dec.) Greek To Me-ow
- W-364 (Jan.) High Steaks
- W-365 (Mar.) Mouse Into Space
- W-366 (Apr.) Landing Stripling
- W-367 (June) Calypso Cat

### NEW TOM AND JERRY CARTOONS (METROCOLOR)

- C-6431 Dickie Moe
- C-6432 Cartoon Kit
- C-6433 Tall In The Trap
- C-6434 Sorry Safari
- C-6435 Buddies Thicker Than Water
- C-6436 Carmen Get It

### GOLD MEDAL CARTOONS (TECHNICOLOR) (TOM AND JERRY REISSUES)

- W-6461 Puss Gets The Boot
- W-6462 Fraidy Cat
- W-6463 Dog Trouble
- W-6464 Bowling Alley Cat
- W-6465 Fine Feathered Friend
- W-6466 Sufferin' Cat
- W-6467 Lonesome Mouse
- W-6468 Mouse Comes To Dinner
- W-6469 Baby Puss
- W-6470 Zoot Cat
- W-6471 Million Dollar Cat
- W-6472 Puttin' On The Dog

## Paramount

### COLOR FEATURETTE

- AA22-1 Sportarama

### HIGH TOPPER

- T22-1 Thin Along

### NOVELTOONS

- P23-1 Gramps To The Rescue
- P23-2 Hobo's Holiday
- P23-3 Hound For Pound
- P23-4 Sheepish Wolf
- P23-5 Hiccup Hound
- P23-6 Whiz Quid Kid

### MODERN MADCAPS

- M23-1 Happy Harry
- M23-2 Tell Me A Bedtime Story
- M23-3 Pig's Feet
- M23-4 Sour Gripes
- M23-5 Goodie Good Deed
- M23-6 Muggy-Doo Boy Cat

### POPEYE CHAMPIONS

- E23-1 Beach Peach
- E23-2 Jitterbug Jive
- E23-3 Popeye Makes A Movie
- E-23-4 Fly's Last Flight
- E23-5 How Green Is My Spinach?
- E23-6 Gym Jam

### COMIC KING

- C22-1 Et Tu Otto
- C22-2 A Tree Is A Tree Is A Tree
- C22-3 The Method and Maw
- C22-4 Take Me To Your Gen'ral
- C22-5 Keeping Up With Krazy
- C22-6 Mouse Blanche

### SPECIAL

- B23-1 Jamboree At Marathon

### SPORTS IN ACTION

- D23-1 Festival Of The Bulls
- D23-2 Sky Divers

## 20th Century-Fox

### MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

- 7301 (Jan.) Rail Tour of Europe
- 7302 (Feb.) Maine, U.S.A.
- 7303 (March) Wacky And Red
- 7304 (April) Fairytale Land—Denmark
- 7305 (May) Chinatown
- 7306 (June) Yellowstone Ranger

### TERRYTOONS (CINEMASCOPE; DELUXE COLOR)

- 5301 (Jan.) Fight to the Finish
- 5302 (March) Astronaut
- 5303 (April) Missing Genie
- 5304 (April) Tea Party
- 5305 (June) Sidney's White Elephant
- 5306 (June) Long Island Duckling

### TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

- 5321 (Jan.) Tea House Mouse
- 5322 (Feb.) To Be Or Not To Be
- 5323 (March) The Juggler Of Our Lady
- 5324 (May) Pearl Crazy

## Universal-International

### TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

- 4301 (Jan.) Land Of The Long White Cloud
- 4306 (Apr.) Four Hits And A Mister

### SPECIAL

- 4304 (Jan.) Football Highlights of 1962

### ONE REEL COLOR SPECIALS

- 4371 (Jan.) Steel Bands—Tropical Music (CS)
- 4372 (Feb.) A Picture For Jean
- 4373 (Mar.) A Bridge Named Emma (CS)
- 4374 (Apr.) End Of The Plains
- 4375 (May) Island Spectacular
- 4376 (June) The Unknown Giant
- 4377 (July) This Is The Place
- 4378 (Aug.) Land Of Homer

### WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

- 4331 (Jan.) Woody Meets Davy Crewcut
- 4332 (Feb.) Box Car Bandit
- 4333 (Mar.) Unwearable Salesman
- 4334 (Apr.) International Woodpecker
- 4335 (May) To Catch A Woodpecker
- 4336 (June) Round Trip To Mars
- 4337 (July) Dopy Dick, The Pink Whale

### NEW WALTER LANTZ COLOR CARTUNES

- 4311 (Jan.) Fish and Chips
- 4312 (Jan.) Greedy Gabby Gator (WW)
- 4313 (Feb.) Coming Out Party
- 4314 (Mar.) Case Of The Cold Storage Yegg
- 4315 (Mar.) Robin Hoody Woody, (WW)
- 4316 (Apr.) Charlie's Mother-In-Law
- 4317 (May) Stowaway Woody (WW)
- 4318 (May) Hi-Seas Hi-Jacker
- 4319 (June) Shutter Bug (WW)
- 4320 (July) Salmon Loafer
- 4321 (July) Coy Decoy (WW)
- 4322 (Aug.) Goose In The Rough
- 4323 (Sept.) Tenant's Racket (WW)
- 4324 (Oct.) Pesky Pelican
- 4325 (Oct.) Short In The Saddle (WW)
- 4326 (Nov.) Goose Is Wild
- 4327 (Nov.) Teepee For Two (WW)
- 4328 (Dec.) Science Friction (WW)
- 4329 (Dec.) Calling Dr. Woodpecker (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 1701 (9-1-62) Honey's Money
- 1702 (9-22-62) The Jet Cage
- 1703 (10-20-62) Mother Was A Rooster
- 1704 (11-10-62) Good Noose
- 1705 (12-29-62) Martian Through Georgia
- 1706 (1-19-63) I Was A Teenage Thumb
- 1707 (3-9-63) Fast Buck Duck
- 1708 (4-20-63) Mexican Cat Dance
- 1709 (5-11-63) Woolen Under Where
- 1710 (6-15-63) Hare-Breath Hurry
- 1711 (6-29-63) Banty Raids
- 1712 (4-27-63) Now Hear This
- 1713 (8-17-63) Chili Weather
- 2701 (9-7-63) The Unmentionables
- 2702 (9-28-63) Aqua Duck
- 2703 (11-9-63) Claws Of The Lease
- 2704 (11-30-63) Transylvania

### BUGS BUNNY SPECIALS

- 1721 (12-8-62) Shish Ka Bugs
- 1722 (2-9-63) Devil Feud Cake
- 1723 (4-6-63) The Million-Hare
- 2721 (10-19-63) Mad As A Mars Hare

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 1301 (9-8-62) Hurdy-Gurdy Hare
- 1302 (9-29-62) Muscle Tussle
- 1303 (10-27-62) Fowl Weather
- 1304 (11-24-62) 8 Ball Bunny
- 1305 (12-22-62) Design For Leaving
- 1306 (1-26-63) Dog Pounded
- 1307 (2-16-63) Cat-Tails For Two
- 1308 (3-16-63) Easy Peckin's
- 1309 (4-13-63) No Barking
- 1310 (5-25-63) Up Swept Hare
- 1311 (6-15-63) Bell-Hoppy
- 1312 (7-24-63) Safan's Waitin
- 1313 (8-24-63) Big Top Bunny
- 2301 (9-14-63) Yankee Dood It
- 2302 (10-12-63) Gone Batty
- 2303 (11-16-63) From A To Z-Z-Z

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) TWO-REELERS

- 1001 (10-6-62) A Touch Of Gold (New)
- 1002 (3-30-63) Tar She Blows
- 1003 (6-1-63) Killers Of The Swamp

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

- 1501 (11-17-62) Sporting Courage
- 1502 (1-5-63) Sea Sports Of Tahiti
- 1503 (3-2-63) Moroccan Rivas
- 1504 (5-4-63) When Fish Fight
- 1505 (7-6-63) Ski In The Sky
- 1506 (8-3-63) Switzerland Sportland
- 2501 (9-21-63) A Wish And Ticino
- 2502 (10-26-63) Unfamiliar Sports



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

## PHOTO BLOWUPS

PHOTO BLOWUPS IN BEAUTIFUL COLORS from your photos. Send for price list. Fast service anywhere. Show business art since 1899. STITES PORTRAIT CO., Shelbyville, Indiana.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

## THEATRE FOR LEASE

LEASE MODERN THEATRE located in heart of Whiting, Indiana. Only theatre in town. 650 seating capacity, fully equipped, drawing radius 25,000 population. Reasonable rent to responsible operator. Write TENINGA & CO., 10835 So. Michigan Ave., Chicago, Illinois 60628.

## THEATRE WANTED

THEATRE WANTED to lease in N.Y.C. area. Small investment by aggressive showman. Seeks 500 to 800 seats. BOX 261, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

## YOUR NEW 1964 BOOKING CALENDAR

will be mailed to you  
with your copy of  
November 20th  
M. P. EXHIBITOR

HANDY SUBSCRIPTION BLANK

Yes, start sending  
MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name .....

Title .....

Address .....



☐ Enclosed ☐ Or bill me

☐ \$2.00 for one year

☐ \$3.50 for two years

☐ \$5.00 for three years

(Outside Western Hemisphere)

☐ \$5.00 one year

☐ \$8.00 two years

☐ \$11.00 three years

CLIP and MAIL TODAY TO  
317 N. Broad St., Phila., Pa. 19107

## The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

EXPLOITATION and promotion minded, 12 years managerial experience, seeks permanent position in Northeast. BOX B1016, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGERS! Expanding circuit, midwest area, needs experienced men. Excellent opportunity for aggressive showmen. Drive-in experience preferred. Send complete résumé, references, recent snapshot, salary requirements. All replies strictly confidential. BOX C1016, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: EXPERIENCED MANAGER for the first run theatre in town of 40,000. BERGER AMUSEMENT CO., 317 Plymouth Bldg., Minneapolis, Minn. 55402. (1016)

PROJECTIONIST, display artist available. 18 years experience. Married, honest. BENNY NORTHAM, 2217 25th St., Lubbock, Texas. Phone: SH 4-1737. (1016)

MAN, seasoned distributor, all phases management to top level. Qualified sales or any areas needed. Many talents plus integrity as had for over 25 years. Major references. BOX A1016, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

TOP CALIBER MANAGER desires position with a future. Thoroughly experienced all phases. Family man. Will relocate for the right proposition. BOX B1023, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Drive-In theatre manager for eastern seaboard 800 car house. No buying or booking. Permanent employment. BOX A1030, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, 18 years' experience, all phases, 1st run conventional. Family man, best of references, age 42. Wish to relocate, metropolitan or small town. BOX B1030, c/o M.P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

LICENSED PROJECTIONIST, fully experienced manager in publicity, promotions, advertising and maintenance. 20 years' experience. Guaranteed results with right party. Live in N.Y.C. BOX C1030, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MATURE WORKING theatre executive-manager, over 15 years' indoor, drive-in, home office experience. Excell advertising, exploitation, showmanship. Writer articles, winner exhibitor contests. BOX D1030, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

SEEKING ART THEATRE SPECIALIST? Idea creativity is your boxoffice bonus if you can use a manager with know-how. Will relocate. BOX A1023, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

Address all  
Correspondence to—

**The A—MAN Corner**

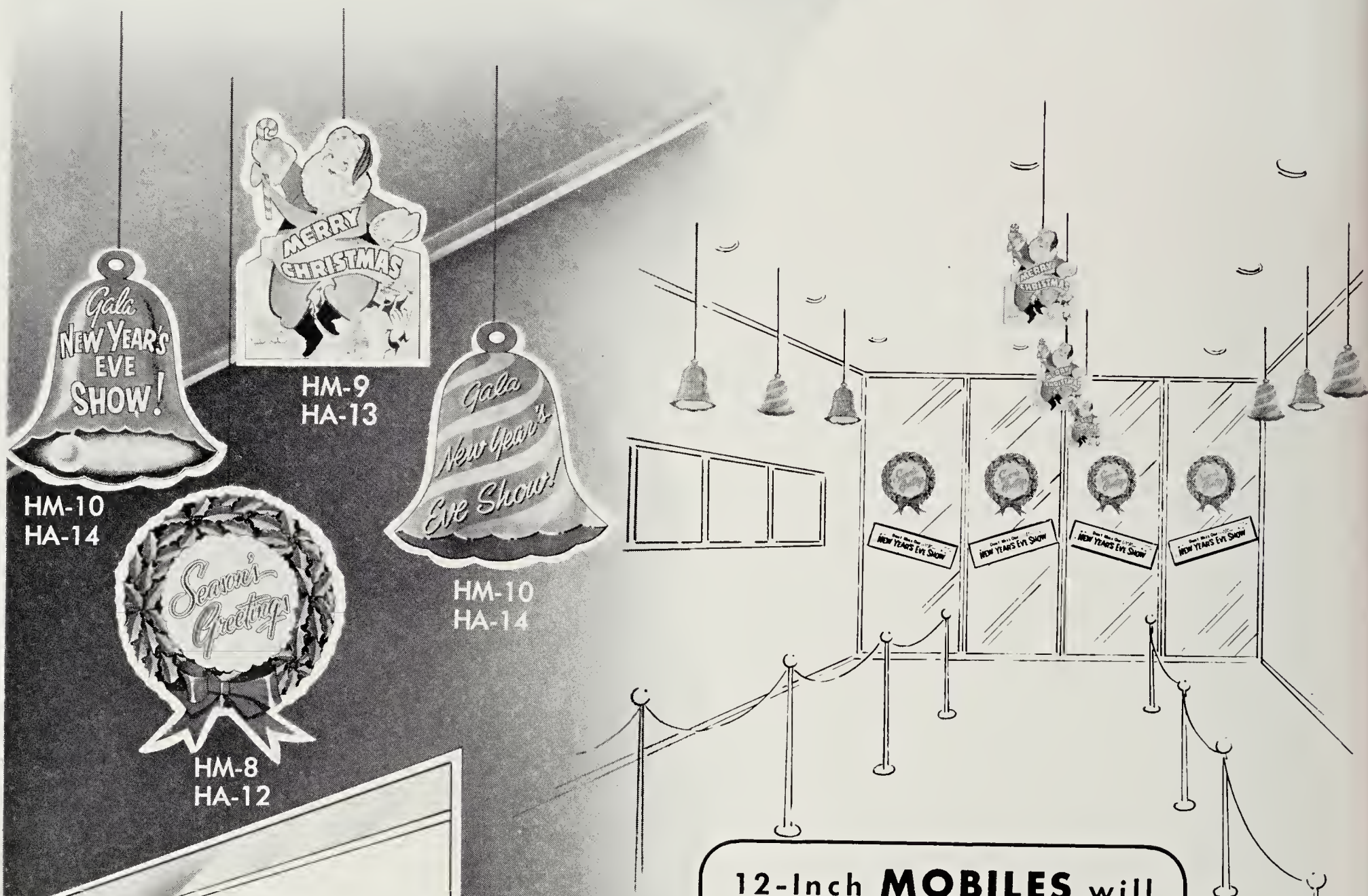
{Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107



ENTIRELY NEW NSS SHOWMANDIZING CONCEPTS!

# Holiday MOBILES and ADHESIVES

These 12-inch, brilliantly full-color Mobiles and Adhesives, printed on both sides on roll board, are unusually low-priced for expansive, potential patron communication. The Season's Greetings Wreath, Merry Christmas Santa and Gala New Year's Eve Show (two styles) Bells Mobiles are punched at top for stringing across lobbies and foyers and hanging along walls. Their Adhesive counterparts have Kleen Stik attachments, covered by detachable paper, for affixing on lobby doors, mirrors, box office windows and other places in and away from the theatre.



12-Inch **MOBILES** will crown your holiday display with a touch of elegance.

- **HM-8** Greetings Wreaths for holiday ardor
- **HM-9** Santa cut-outs for hanging anywhere!
- **HM-10** N.Y. Eve Show Bells ... in two styles!

12-Inch **ADHESIVES** will ebulliently transmit your greetings everywhere.

- **HA-12** Adhesive Greetings with great fervor!
- **HA-13** Adhesive cut-outs glorifying Santa!
- **HA-14** Adhesively Gala N.Y. E. Show Bells

6 for  
**\$7.50**

6 for  
**\$7.50**

30¢  
each

30¢  
each

*Special!*

Don't Miss Our *Gala*  
**NEW YEAR'S EVE SHOW**

HA-11

MULTI-USE 4" x 18"  
**ADHESIVE SNIPE**  
IN 5 GLOWING COLORS

This rectangular Snipe may be affixed to any theatre display area ... ideal for tie-ins, too!

25¢<sub>EA</sub> • 6 FOR \$1.25

National Screen Service



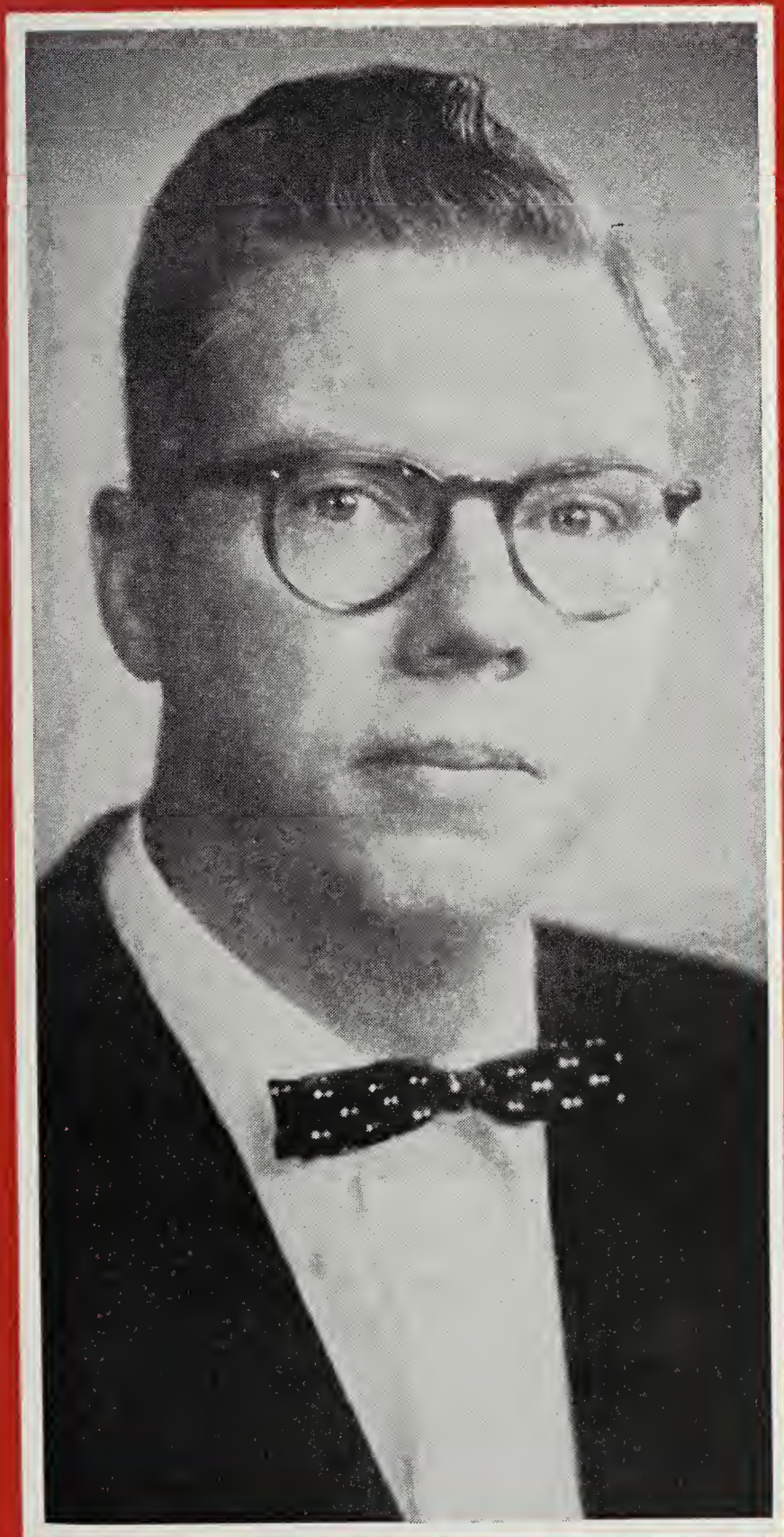
# MOTION PICTURE EXHIBITOR

NOVEMBER 6, 1963

Volume 70

Number 18

IN THREE SECTIONS • THIS IS SECTION ONE



## Optimism Keys TOA Convention

(See page 7)

## Embassy Fights Memphis Censors

(See page 10)

John H. Rowley, Dallas, newly elected president of Theatre Owners of America, was installed at the organization's annual convention, held in New York's Americana Hotel.

**PRIDE AND THE PROJECTIONIST . . .** see editorial—page 5



# HERE COME "THE WHEELER

ON LAND, ON SEA AND IN THE AIR... ON TELEVISION, I

## TELEVISION... GIVEAWAY

"The Wheeler Dealer Sweepstakes" on ABC-TV network every week for five weeks! National attention via an oil-well giveaway on the top-rated "Price Is Right"! Weekly audience estimated at 20 million, insuring more than 100 million impressions!



## SCREENING PROGRAM

A unique program of screenings for brokerage firms, security analysts, financial page editors, across the country. Keyed to the Wall Street hijinx in the film, this program should be a great grapevine and garner off-amusement page space!

## ON RADIO

A daringly-DIFFERENT campaign with unique agent Buddy Zack. Will comment the other radio spots exposure with hilarious 60 second spots. Try and catch for kicks!

## TV SPOTS

Off-beat campaign with spot produced commercials st James Garner and Lee Remick provocative scenes and pe pitches! Acclaimed by exhibi the funniest motion picture ever! A tremendous plus for pre-sell!





# DEALER" PROMOTIONS!!!!

PHONOGRAPH RECORDS...IN NEWSPAPERS, MAGAZINES AND PAPERBACK BOOKS

## PAPERBACK PROMOTION

Push to the counter- readers of popular- ed books via Ban- 11,000 outlets in the nation special tie-in promotion via faners, cards, etc!

## ADVERTISING CONTEST

By cities, special ads will be on "What's A Wheeler Dealer?" Best with winners awarded cash and title-value obviously promoted!

## PEAK PREVIEWS

Special series of sneak previews ned during the run of "THE" will give the picture a tre- nous captive audience and the able word-of-mouth!



## TV APPEARANCES

James Garner on the Bob Hope spectacular! Lee Remick on Andy Williams show! James Garner on "I've Got A Secret"! All with credits for film spotted strategically!

## FASHION AND COSMETIC PROMOTIONS— 'THE MIDAS TOUCH'

Vast promotion inspired by the glamorous wardrobe created for Lee Remick by Norman Norell, with special kits for women's pages, fashion shows and window displays. And complementing the clothes of master designer Norell, Helena Rubinstein has created a look she calls "The Midas Touch," with a dazzl-



ing array of cosmetics and coiffures. Truly a magical combination with tremendous promotional impact.

## PHONOGRAPH RECORDS

Randy Sparks and the New Christy Minstrels sing the potential-hit title-song. Big disc-jockey push and Columbia Records drive keyed to openings.



## MAGAZINE PUBLICITY

Major Life layout scheduled for film, also rave reviews in McCall's, Redbook, Cosmopolitan and others! Seventeen's Picture Of The Month — for November!

## NEWSPAPER ADS

See the press-book for pre-tested consumer ads with zest and zing! Specially posed shots of stars illustrate the titillating copy-lines! Every ad a business-getter!

METRO-GOLDWYN-MAYER PRESENTS A

STARRING

LEE REMICK

MARTIN RANSOHOFF PRODUCTION

JAMES GARNER



THE WHEELER DEALERS



in PANAVISION® and METRO COLOR

M-G-M IS ON THE MOVE!

CO-STARRING

PHIL HARRIS • CHILL WILLS • JIM BACKUS • LOUIS NYE • JOHN ASTIN • ELLIOTT REID and PATRICIA CROWLEY

Miss REMICK's wardrobe designed by NORMAN NORELL

Screen Play by GEORGE J.W. GOODMAN and IRA WALLACH

Based on a novel by GEORGE J.W. GOODMAN

Directed by ARTHUR HILLER

A FILMWAYS PICTURE



**M-G-M's Great New Series!**

**"WORLD FAMOUS MUSICAL HITS!"**

Jerome Kern's  
**"TILL THE CLOUDS ROLL BY"**

Rodgers and Hart's  
**"WORDS AND MUSIC"**

Kalmar and Ruby's  
**"THREE LITTLE WORDS"**

Dietz and Schwartz'  
**"THE BAND WAGON"**

Arthur Freed and Nacio Herb Brown's  
**"SINGIN' IN THE RAIN"**

Mario Lanza in  
**"BECAUSE YOU'RE MINE"**

## THIS IS A "BANK-BOOK!"

It's money-in-the-bank when you book M-G-M's New Series "WORLD FAMOUS MUSICAL HITS." Get the 20-page Manual shown above from National Screen Service. It shows you, step by step, how three test engagements DOUBLED their "Operetta" business. CALL YOUR LOCAL M-G-M-INDEPENDENT DISTRIBUTOR TODAY (and fill those mid-week seats!)



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WAlnut 2-1860.



Volume 70 • No. 18

NOVEMBER 6, 1963<sup>1</sup>

## PRIDE AND THE PROJECTIONIST

READER RESPONSE to our editorial on the "improvement" of laboratory cue marks on CinemaScope film by projectionists was such, we felt some additional comments were in order. The letter of one projectionist (printed in its entirety elsewhere in this issue) points out that many theatres having screens too small to accommodate a CinemaScope-sized picture must use aperture plates in the projector to mask the picture on both sides. Thus the cut off part of the frame containing the lab cue marks is blacked out at the projection booth and new marks must be made.

Our projectionist reader is correct, but his suggestion that cue marks be moved closer to the center of the frame prompts us to point out that the cue mark should be kept as inconspicuous as possible. The question we raised in our editorial, "ATTACKED BY FLYING SAUCERS," was one of damage to prints by projectionists. Why should a theatre that has invested in the proper equipment to present a technically superior show be penalized by having to show prints mutilated by a few lazy individuals in theatres offering substandard projection to their patrons?

Indeed, the question of cue marks is trifling, when compared to other damage that is done to prints in the poorly equipped booth. Since the CinemaScope frame size is somewhat larger than standard 35mm, attempting to present features on dingy, outdated screens not only robs patrons of seeing the full picture, but creates heating problems on the film surface and aperture plate which can cause buckling and discoloration

when the projectionist overcompensates by increasing arc brightness.

Other readers, some of them projectionists with many years experience in the booth, agree that the flash of light from the enlarged cue marks found on many prints offends their professional sensibilities.

The old lament of "it's just a few . . ." deserves, in this instance, a new answer.

Though we realize that sizeable outlays for adequate booth equipment are in order in many situations, we also know that circumstances can prohibit this expenditure.

This does not mean, however, that there is no room for improvement. Barring large outlays for new equipment, many situations could improve the quality of the picture put on the screen by investing in little more than professional mechanical adjustments by competent servicemen, or making needed changes in optics. Such zeal, as we know, more often is consumed in perpetuating existing abuses than in remedying them.

What goes on in the booth remains the concern of production, distribution, and exhibition alike. Bad projection ultimately costs them all money.

Aside from financial considerations, every exhibitor and every projectionist should take real pride in presenting a top quality show to the public. Once a print is defaced, every subsequent situation must pay the penalty for one man's carelessness. How would you like it to happen to you?

## NO SLEEVES, NO BUTTONS!

HAS A MANUFACTURER ever tried to sell a suit of clothes without sleeves or even buttons? Certainly not. They would no more think of doing this than of shipping their suits to retail outlets without advertising them to stimulate interest and excitement at the retail level.

Customers must know what they are buying before they are able to sell, but not in the motion picture business. The present trend, due to a shortage of product perhaps, seems to be not to advertise films to exhibitors.

Last week, we pointed out editorially that more than half of the films released by major companies were not advertised in *any trade paper*.

No one in this business is more ad-conscious than Bob Ferguson, Columbia vice-president. Addressing the Allied convention, he explained how "specialists" created Columbia ads. He added that he and his company did not look with favor on the way in which some exhibitors cut these ads apart for their own newspaper use. On "LAWRENCE OF ARABIA," for instance, Columbia spent more than \$400,000 to create the advertising theme and content. In effect, he was asking that theatremen respect these ads. We would like

to add here that Columbia deserves that respect. Unlike some companies, Columbia believes in keeping its customers informed. It is a rare film from Columbia that is not advertised in the trade press, and that could be part of the reason for the company's success.

Columbia understands that cooperation is a two-way street.

Ferguson also said, "Merchandising is a job that requires keen training and extensive work, and without the proper help, I don't think you can sell movies." This is something other distributors would do well to keep in mind when they are deciding which pictures to advertise.

Exhibitors can't afford expensive ad men. They only know about a picture what they are told, and their chief source of information is the trade press. Exhibitors are not too busy to do a good advertising job at the local level. However, they can't do that job without the proper tools and information, and they can't do it right unless their enthusiasm has been aroused first.

If they could be so creative while kept in ignorance by producer and distributor, they wouldn't belong in their theatres but in top jobs on Madison Ave.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

**Donna Elizabeth Read**, weighing six pounds, 10 ounces, was born to **Mr. and Mrs. George E. Read**. He's the manager of Kallet Genessee Theatre, Syracuse, N. Y.

### Gold Bands

**Miss Ellen Linkletter**, secretary to **Arthur Reiman**, manager, United Artists contract department, was married to **George Tafurelli**, a construction engineer, at Little Flower Church in Brooklyn.

**Sheila Streimer**, daughter of **Al Streimer**, purchasing agent, Randforce Amusement Corporation, Brooklyn, N. Y., was married to **Barry Hart**, of Valley Cottage, N. Y., at Huntington Town House, Huntington, L. I., N. Y.

### Obituaries

**Mrs. Vicenzia Billitteri**, 73, mother of **Salvatore Billitteri**, American International Pictures' east coast production head, died in Manhasset, L. I. Other survivors are a daughter and four grandchildren.

**Adolphe Menjou**, 73, whose acting career spanned 50 years in films, died in Hollywood. He had appeared in over 200 films. He is survived by his wife and a son.

**John M. Nickolaus**, 82, who contributed many scientific advances to the industry, died in Los Angeles. He was head of the MGM laboratory, which he designed, for 32 years until his retirement in 1954. He is survived by his wife, a daughter, and a son.

### "Lawrence" Rocks N. Y.

NEW YORK—The Sam Spiegel-David Lean production of "Lawrence of Arabia" indelibly stamped itself as Columbia Pictures all-time blockbuster on a popular price-continuous performance basis by rolling up an unprecedented three-day weekend total \$304,704 in 31 theatres, including six Loew's theatres, in the New York metropolitan area.

Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity, attributed a large measure of the engagement's success to the enthusiasm and showmanship shown by metropolitan area exhibitors. At a special merchandising session held recently, Ferguson outlined for exhibitors the massive merchandising campaign Columbia Pictures had devised specifically for the New York City area. Ferguson said that the outstanding grosses achieved by "Lawrence of Arabia" in this zonal release proved once again "that a well-planned, well-executed cooperative effort will pay off at the boxoffice."

### Para. Sets Sales Meets

NEW YORK—Important national sales meetings highlighting the company's releases for the next six months were set by Paramount Film Distributing Corporation in New York, New Orleans, and Chicago, starting Nov. 4, it is announced by president and general sales manager Charles Boasberg.

Theme of the meetings, which will be attended by Paramount's home office sales cabinet, regional sales managers, and branch

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., NOV. 4

## Film Companies' Income From Abroad Going Up

NEW YORK—Foreign earnings of U. S. film companies rose last year to a record 54.6 per cent of their world gross, the Motion Picture Association of America reported.

Ralph Hetzel, acting head and executive-vice president of the Association, said 1962 income from abroad represented a 4.3 per cent increase over 1961. The increase, he said, would be even greater if the companies' substantial earnings from television films were added.

Hetzel noted that the film industry's overseas earnings are proportionately greater than those of any other major U. S. industry.

The rise in 1962 earnings abroad was accompanied by a reduction in overseas staff of about seven per cent, Hetzel said. The major U. S. film companies employ approximately 15,000 persons in distribution offices scattered throughout the world.

The office of Christian A. Herter, the President's Special Trade Representative, has recognized the motion picture industry's favorable impact on the country's balance of payments.

Hetzel said the State, Treasury, and Commerce Departments also have praised the film industry's success in earning dollars abroad. Recently the President's "E" for excellence in the export trade was awarded to the Motion Picture Association of America in recognition of the industry's foreign trade achievements.

managers, will be "Paramount's Key to Big Boxoffice."

Barney Balaban, president of Paramount Pictures Corporation and George Weltner, executive vice-president, joined Boasberg for the opening of the meetings in New York. Subsequent meetings will be held at the Roosevelt Hotel, New Orleans, Nov. 7-8, and the Water Tower Inn, Chicago, Nov. 11-12.



A specially-bound Colpix Records album, "Sir Winston Churchill, First Honorary Citizen of the United States," was recently presented to President John F. Kennedy in the White House by Sir David Ormsby Gore, Great Britain's ambassador to the U. S., as Don Kirshner, executive vice-president of the music and record division of Columbia Pictures-Screen Gems TV, looks on.

## Letters

From MT. STERLING, KY.

*I have just finished reading your editorial in October 23, 1963, EXHIBITOR, "Attacked By Flying Saucers."*

*I can only add to it, "Bravo." Some of the cue marks even scare the Projectionists. By Projectionists, I mean one who takes pride in his profession and cares for the property of others. Then there are "Operators." Enough said. I've been in the business 23 years, and I was just scared by my last changeover.*

EDDIE H. TOY  
Projectionist

From CHARLOTTE, N. C.

Just finished reading "Attacked By Flying Saucers" by Gray Barker of Clarksburg, W. Va.

Barker is so so right. Most of the bad film comes from slop-shop operators that have no business in a projection room. I say send them back to the popcorn machine or to the mop bucket. I am proud to say that we don't have any of that kind working here in Charlotte or Gastonia (N.C.). They all have had years of experience in the craft.

ERNIE TIPTON  
IATSE Local 481

From WILMINGTON, DEL.

Your editorial, "Flying Saucers," was of great interest to me. As a projectionist, I have long been distressed by the mutilation of prints in the making of additional cue marks, but I fear the main reason for the additional cue marks has been overlooked.

With the advent of CinemaScope prints, the standard cue marks were retained. However, many theatres do not have a screen large enough to project the entire CinemaScope picture, and they have reconciled this deficiency by using an aperture that cuts off a portion of the picture on each side. In many instances, this cut-off portion of the picture includes the standard cue mark. Therefore, the projectionist is forced to make his own cues where he can see them.

In the light of the above, isn't it about time the film makers move the cue marks away from the edge of the film and thus eliminate the need for additional cues to enable the projectionist to make his changeovers?

This change would cost nothing to put into practice and would go a long way to stop mutilation of prints.

G. PARK WEAVER  
Projectionist

## AB-PT Profit Report

NEW YORK—Leonard H. Goldenson, president, American Broadcasting - Paramount Theatres, Inc., announced that estimated net operating profit for the third quarter of 1963 was \$2,164,000 or 48 cents per share, compared with \$2,450,000 or 55 cents a share for the similar period of 1962.

Net profit including capital gains was \$2,333,000, or 52 cents a share for last year.



# Optimistic Air At TOA Meet

## Rowley Elected President; Life Publisher Announces Special Issue For Films; Blind Selling Opposed

NEW YORK—The Theatre Owners of America concluded their annual convention at the Americana Hotel here, wrapping up the heavily attended gathering in progress since Monday, Oct. 28.

At the closing President's Banquet, honoring TOA's new head, John H. Rowley, Dallas, the organization's "Star of the Year" award was given to Cary Grant. Angie Dickinson was named as TOA's "Most Exciting New Star."

Former president John H. Stembler was named chairman of the board by the delegates. Also named to important positions during the coming year were Herbert F. Kinsey, Charlotte, secretary; Mitchell Wolfson, Miami, treasurer; Myron N. Blank, Des Moines, chairman of the finance committee; Joseph G. Alterman, N.Y.C., assistant and administrative secretary; and George Roscoe, Atlanta, director of exhibitor relations.

Delegates were told by major producers that every effort was being made to ease the product shortage.

Darryl F. Zanuck, president, 20th Century-Fox, told the exhibitors present at the convention that as long as he remains head of the company, it "will draw upon every source" for the production of motion picture entertainment.

"We are not bankers or promoters," he said. "We are producers."

Zanuck stated that "final determination" on plans of 20th-Fox, Columbia, and MGM for the construction of a studio for their common use at Malibu, Cal., will be forthcoming within the next three weeks.

Zanuck was hailed by board chairman Spyros P. Skouras and others for his "dedication to motion pictures," and he was cited for the "remarkable results" achieved by him in his service to the film industry.

Executive vice-president Ralph Hetzel, of the MPAA, referred to the motion picture as the favorite form of entertainment of the young people of America. He said that if their demands are met, "motion pictures will be the entertainment medium of the present and the future."

Hetzel also paid tribute to the late president of the association, Eric Johnston, pointing out that Johnston "felt there is more in common between the film industries of the world rather than differences." He also cited Johnston's efforts in achieving closer rapport between the distribution and exhibition branches of the industry.

Henry H. "Hi" Martin, vice-president and general sales manager, Universal, called upon the TOA members for support of the Will Rogers Hospital and O'Donnell Research Laboratories.

Arthur Tolchin, assistant to the Loew's Theatres president, was toastmaster.

James H. Nicholson, president of American International Pictures, also disclosed a record production schedule for the coming year. He said that 25 features (not including reissues) 16 of which are top budget "A" efforts, would be AIP's goal for 1963-64. Nicholson also promised intensified advertising and publicity



Herman Levy, outgoing general counsel of TOA, is given a retirement gift by John Stembler, new chairman of the board, right, as John H. Rowley, new TOA president, looks on.

efforts on the local level, continuation of a "no tv sale clause for five years" policy, and terms that would enable both exhibition and distribution to survive.

Seven companies joined in giving delegates "the big product look ahead" at the Rivoli Theatre with more than 50 features "pre-viewed" in a two-hour screening of trailers and scenes from forthcoming features.

The presentations were made by Richard Lederer, Warner Bros. vice-president in charge of advertising and publicity; Emery Austin, MGM exploitation manager; Jonas Rosenfield, Jr., 20th-Fox vice-president in charge of advertising and publicity; Ernest Sands, general sales manager, Allied Artists; David Lipton, Universal vice-president in charge of advertising and publicity; Mort Hock, United Artists advertising manager; and Jerry LaVine, Paramount advertising manager.

Chairman of the session was Nat Fellman, Stanley Warner film buyer.

### No Limit To Art Audience

Richard Brandt, head, Trans-Lux Corporation, at a seminar on "The Art Theatre Look," told how the art house can be made into a commercially profitable venture.

Brandt said the art film "can influence the broader type of product that producers make and will make."

Three factors are vital to the operation of a "commercial" art house, according to Brandt, comfort, location, and low overhead.

Sidney Deneau, general sales manager, Continental Distributing, said, "There is no limit any more to audiences for the art theatre," but cautioned that specialized films must be advertised "judiciously." He considered the manager of the art theatre as in the best position to promote a picture.

Melvin Brown, Peachtree, Atlanta, touching on the moral content of pictures played by art theatres, said, "You have a duty to decide whether a picture is repugnant to the mores of the community. You must be a censor of your own." He also said the Peachtree stressed "comfort" in selling the "art-theatre idea," adding that his house had benefited by establishing a mailing list, granting a discount to students, and making his auditorium available for community events.

Norman Levinson, Trans-Texas Theatres, Dallas, seminar chairman, advised against "too arty ads," saying they frightened patrons away. "Shoe-string operation is a thing of the past

in art theatre operation," he said, adding that "the art theatre surface has not been scratched yet."

Bosley Crowther, New York Times critic, said, "There is absolutely no reason to consider the art film as a film different from other films. The question," he said, "is not what these films are, but do people like these pictures." He urged that pictures be presented "tastefully," and said the "potentials" of art films were "away beyond what they've reached today." He added that he saw no reason why the American public will not accept perfectly dubbed foreign pictures," and declared that "there are still some people who look at a foreign picture as a dirty picture." He counselled against "lurid ads" and cautioned operators of art theatres to be "very careful about letting children into your theatres."

### Columbia Marks 40 Years

Following a cocktail party, Columbia Pictures held a special screening in the Imperial Ball Room of the hotel of its "40th year of service to the motion picture industry" film, which runs slightly less than an hour, and will be shown internationally, according to Robert S. Ferguson, company vice-president in charge of advertising and publicity.

Highlighting Columbia's "biggest year" product, the presentation offers scenes from "Under The Yum Yum Tree," "The Cardinal," "The Victors," "Dr. Strangelove Or How I Learned To Stop Worrying and Love The Bomb," "Strait-Jacket," "Lilith," "Behold A Pale Horse," "Whistle Your Way Back Home," "The Long Ships," "Lord Jim," "Good Neighbor Sam," "Major Dundee," "The New Interns," "The Traveling Lady," "The Pumpkin Eater," "Psyche 59," and "First Man In The Moon."

The film, produced by Cellomatic Corporation, makes use of many techniques never before presented on the same screen at the same time.

### Blind Selling Opposed

At a round table meeting of the TOA legal advisory committee under the chairmanship of retiring general counsel Herman M. Levy, plans were made to fight the blind selling of product.

The move was started when Burton Jones, San Diego, complained that distributors were selling pictures as much as five and six months before playdates without affording exhibitors opportunity to see what they were getting.

Levy said the TOA has the issue under consideration and that one of the first orders of business of TOA under its new president John Rowley will be to find a solution to the problem.

Levy said two recourses are open to TOA. The first is to thresh out the matter "around the table with the distributors," and the other is to take the problem to the Federal Trade Commission.

Stuart Aarons, counsel for Stanley Warner, urged that the issue be referred to the FTC.

Levy, while favoring taking action against the blind-booking practice, made it clear that there is nothing in the consent judgments requiring distributors to hold trade screenings of their product. He said he thought it would be legal for exhibitors to band together in

(Continued on page 8)



# The News Ain't Always In The Headlines

By ALFRED dePROSPERO, Associate Editor

NEW YORK—It was fitting that C. D. Jackson, publisher of Life Magazine, be one of the last speakers to address delegates to this year's TOA convention.

Delegates and their wives, gathered in the Imperial Ballroom for the AIP sponsored luncheon, appeared slightly electrified by the publisher's announcement that Life was devoting its year-end, double issue to motion pictures. It was not the bald announcement that hushed the theatremen, who, moments before, were filling the posh room with laughter. Nobody had to tell the exhibitors that they stood to benefit from this impressive bit of forthcoming publicity. It was Jackson's accompanying remarks to the "boxoffice" guys that struck the spirit of this last-day gathering. He said simply that Life was convinced "that something new and good was stirring in the film industry." He called it a "renaissance, the hallmark of which has been quality."

At the press table, pencils which had been at a conspicuous parade rest for most of the afternoon—indeed, for most of the convention itself—came to short life. When Life Magazine sticks its neck out, the move is well planned—carefully executed.

The ballroom full of exhibition's notables seemed to give off a collective look of smugness. Everyone knew in advance that a national pat on the back was in the works and indulged in a moment of personal congratulation.

The anxious pencils again relaxed. Jackson concluded his remarks, and the proceedings took up their well drilled pace.

One could not help but feel that the small frustration that pervaded the convention had been exorcised at last. There had been glitter, but glitter is not news. The meetings had been carefully planned and brought off to everyone's satisfaction, but the craving for the exciting word, the bold proposal, was unmistakable.

This year's TOA convention would not be remembered for the headlines it generated. It might be remembered for its organization. To a large degree, the press could have sat it out back at the office while the mimeographs in the pressrooms at the Americana ground out the speeches, the statements. "The goat," as Norman Mailer affectionately nicknamed the press, would be fed. The delegates, in the merchandising sessions, in the business meetings, at the banquet tables, would also be fed.

TOA had truly attended to the trivia of moving its members through a four day conclave with surprising efficiency. But it remained for someone to explain the ignoring of old tackling dummies like pay tv and product shortage. What had happened to the active, detailed proposals on how to fight industry problems? What had happened to controversy?

In their stead was a unanimity, a harmony that was, at times, clearly disturbing. One delegate, emerging from a meeting, declared with obvious satisfaction that 20 minutes had been cut from the running time of last year's session. That nothing of earth shaking importance was said inside seemed to affect no one but the press.

The speeches truly worth reporting were few. One, by the Rt. Rev. Msgr. Thomas F. Little, S.T.L., executive secretary of the National Legion of Decency, called attention to the power motion pictures wield as community teacher. The priest said flatly that industryites were, through the films they exhibited, the most powerful educators in our society. Who would not be flattered? Who would not derive the feelings of security and well being that permeated this group?

As the good Father observed, exhibition was meeting in its own city, on its own street, in its own hotel.

Consideration of this year's TOA convention then, as escapists' fare is hardly criticism. No. The belts have been let out a notch this year. Some of the monkeys on the industry's back have been disposed of.

No one appeared to seriously question whether or not we would make it. To exhibition, production, distributing, and security has long been an evasive hope. Today, some of us seem to be sitting fat.

required to accept any particular bid provided he acts strictly on his own without "consultation with any one else." He reminded that a company has the legal right to ask any terms it wishes provided it acts alone in accordance with its best business judgment.

## Concessions Forum

At a convention concession forum, Jack Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto, Canada, in a discussion on "Putting Our House In Order," said, "We need new thinking." He urged that exhibitors do everything possible to sell the product to the public, and stressed the importance of "a clean theatre, good merchandising, and, most of all, good comfortable seating, projection and service." He suggested that schools be set up to let employees know exactly what their duties are.

Charles Baker, Pepsi-Cola, discussed the value of tie-in merchandising. Louis Collins, Crush-International, stressed the importance of "quality and quantity control." W. E. Uzzell, Royal Crown Cola, discussed "diet drinks for entertainment and fun spots." Wesby Parker, Dr. Pepper Company, spoke on "the impact and value of name brands." John Johnson, Walter Reade-Sterling, talked on concessions and vending procedures at art and conventional theatres.

Highlights of drive-in theatre concessions and vending were dealt with by Phil Lowe, Lowe Merchandising Service. William Fishman, Automatic Retailers of America, offered a lesson on how to increase refreshment and food sales. Pat O'Malley, Automatic Canteen Company of America, covered automatic vending of the present and future. Thomas J. Deegan, The Coca-Cola Company, used as a topic "Feeding 70 Million People." L. V. Burrows, Eastman Kodak, spoke on "The Importance Of Motion Pictures To The Public." Theatre security was discussed by Addison Verrill, Dale Systems. Augie Schmitt, National Association of Concessionaires past president, also spoke. Lee Koken, RKO Theatres, was moderator.

## AIP Sparks Last Day

On Thursday, delegates went from a breakfast buffet into a session on the small town theatres, chaired by D. Arnold Haynes, Naples, Florida. Joining in panel-type discussion were Ross Campbell, Sheridan, Wyo.; Melvin L. Gold, AMPA, N. Y.; J. T. Hitt, Bentonville, Ark.; Virgil Odell, Caldwell, Idaho; and Paul Ricketts, Ness City, Kan.

Later in the morning, a thoroughgoing program entitled "How To Oil The Ticket Machine" covered all of the aspects of showmanship and selling. Media usage, stunts, advertising, and other topics were delved into by five speakers. Edward Seguin, Balaban & Katz, Chicago, said that the critics of film advertising have been creating a mistaken impression of its effectiveness. He looked to the use of color in newspapers as one way to bring the color of Hollywood into newspaper advertising. John G. Corbett, Scranton, Pa.; Ronnie Otwell, Columbus, Ga.; M. B. Smith, Kansas City; and Ernest Emerling, New York, also took part in the program.

Smith gave a detailed presentation on sponsored shows, distributing a special booklet, "Around The Town With Sponsored Shows," to the theatremen at the close of the session.

Following on the agenda was the American International Pictures luncheon in the Imperial Ballroom. Toastmaster Ted Mann; Morey Amsterdam, newly elected AIP vice-

## Convention—Continued from Page 7

refusing to buy product without advance screenings.

Maurice Silverman, attorney with the anti-trust division of the Department of Justice, participated in the discussion, but declined to commit himself on the question of legality of such a step.

It was suggested that if the Supreme Court decides to rehear the Viking, Philadelphia, anti-trust case which touches on the issue of product splits and adjustments, on appeal by the plaintiff, consideration should be given by TOA's legal advisory committee to the advisability of TOA's injection into the case as a friend of the court.

Levy pointed out that a distributor cannot be forced by exhibitors to accept competitive bidding since bidding is not covered by the consent judgments. He said a distributor has to be "very careful" in turning down a bid

from one exhibitor to give preference to another.

Silverman stressed that care must be taken that "bidding is honest" to avoid the risk of getting into a legal jam. He said that "it is the distributors' responsibility to see that bidding is honestly conducted." He noted that "by and large, distributors have taken the position they won't make adjustments." He viewed it as improper for exhibitors to agree not to bid against each other. He cautioned that a split of product between exhibitors must have the consent of the distributor, and declared it "unfair" for a distributor to condition bids on specified playing time and then permit the winner to play the picture at another time. He said a split must have "the concurrence" of everyone involved to be legal.

According to Silverman, a distributor is not



president-in-charge-of-fun-and-games; a Vincent Price trailer; and the gyrating, bumping and grinding, hip tossing, etc., etc. Candy Johnson provided the entertainment during the luncheon.

During the convention, AIP circulated to the delegates a tabloid paper summarizing the events of the day, with helpful suggestions to sightseers. A special edition of the NY Daily News also appeared with the front and back pages replated to welcome exhibitors.

MGM had ace exploiteer Morrie Steinman on the floor during the convention, drumming up interest in the current reissue series of MGM "Musical Hits" with a portable rear-view projection machine he said has been used in spot locations to plug trailers on the films.

Pepsi-Cola sponsored the dinner and dance on Wednesday night. Denise Darcel entertained after a dinner in the Imperial Ballroom.

The trade show, which had the heaviest turnout to date, logging an average of some 3,000 visitors daily, closed at 5 p.m. Thursday. It was followed by a Union Carbide sponsored reception and the Coca-Cola sponsored President's Banquet. Sumner M. Redstone was toastmaster for the closing banquet.

## Aldrich Maps \$14 Million Two-Year Film Schedule

**HOLLYWOOD**—A program of eight feature productions and at least one television series, with the total expenditure expected to reach 14 million dollars, was outlined by producer-director Robert Aldrich for The Associates and Aldrich Co. in the next two years.

The eight films to be produced will be taken from the company owned properties. In announcing the Hollywood base for the productions, Aldrich stated that purchases and preparations for the projects will be financed by his company from fees and profits from such productions as "What Ever Happened to Baby Jane?," "Sodom and Gomorrah," and "4 For Texas." Aldrich stated that he will continue to reinvest his money in film and television properties.

"It will be up to the producers themselves to gamble by cross-collaterizing with their successful commercial pictures, as well as reinvesting profits and fees, which we are doing," claimed Aldrich.

"Not many producers can afford to gamble and that is the pity of our cultural status in the motion picture media. I think that government subsidies of some kind, which encouraged new producers to make pictures and experiment in Europe, plus pay-tv may be the only answer for Hollywood."

The first production to go before the cameras will be either "Cross of Iron," a BBC teleplay by Lukas Heller, or "What Ever Happened to Cousin Charlotte?," an original story by Henry Farrell, author of the novel "What Ever Happened to Baby Jane?"

"The Tsar's Bride," a story by Aldrich, is being screenplayed by Robert Sherman. "Brouhaha," a British play by George Tabori, and "Legend of Lylah Clair," a DuPont Show of the Week tv drama by Robert Thom, are also in work.

"Paper Eagle," a novel-in-work by Tony Ellis; "Genghis Khan's Bicycle," a Turkish play by Refik Erduran; and "There Really Was A Gold Mine," a semi-sequel to "Vera Cruz" and "4 For Texas," are all on Aldrich's active list.



Seen at the recent Theatre Owners of America New York convention were, left to right, Arthur Lockwood, Boston; Mitchell Wolfson, Miami; Ernest G. Stellings, Charlotte; Myron Blank, Des Moines; Sam Pinanski, Boston; E. D. Martin, Columbus, Ga.; Albert Pickus, Stratford Conn.; Stuart Aarons, New York City; retiring counsel Herman Levy, New Haven; John Stembler, new chairman of the board, Atlanta; Walter Reade, Jr., Oakhurst, N. J.; Si Fabian, New York City; and George Kerasotes, Springfield, Ill.



Seen at the recent Theatre Owners of America New York convention are Edward Fabian, convention chairman; Burton Robbins, National Screen Service; famous industry attorney Louis Nizer; Julian Rifkin, Boston exhibitor; and John Stembler,



new TOA chairman of the board.

Darryl F. Zanuck, president, 20th Century-Fox, is seen with new chairman of the TOA board John Stembler at the recent TOA New York convention.

## Full Slate of TOA Officers

In addition to the executives listed elsewhere in this issue, TOA named the following officers:

**VICE PRESIDENTS**—John Q. Adams, Dallas; Abe Blumenfeld, San Francisco; Richard Brandt, New York; A. Julian Brylawski, Washington; Horace Denning, Jacksonville; Albert Forman, Portland; Thomas James, St. Louis; Bernard Levy, New York; Richard L. Lightman, Memphis; Harry Mandel, New York; William Oldknow, Los Angeles; C. L. Patrick, Columbus, Ga.; Paul Ricketts, Ness City, Kans.; Julian Rifkin, Boston; Donald Schine, Gloversville, N. Y.; Richard A. Smith, Boston; T. G. Solomon, McComb, Miss.; Laurence A. Tisch, New York.

**PAST PRESIDENTS AND LIFE MEMBERS OF THE EXECUTIVE COMMITTEE**—Myron N. Blank, Des Moines; George G. Kerasotes, Springfield, Ill.; Arthur H. Lockwood, Boston; E. D. Martin, Columbus, Ga.; Albert M. Pickus, Stratford, Conn.; Samuel Pinanski, Boston; Walter Reade, Jr., Oakhurst, N. J.; Ernest G. Stellings, Charlotte; John H. Stembler, Atlanta.

**EXECUTIVE COMMITTEE** — Arthur W. Adamson, Portland; George M. Aurelius, Phoenix; Frank H. Beddingfield, Charlotte; Wesley F. Bloomer, Belleville, Ill.; George A. Brehm, Batimore, Md.; Marlin Butler, Albuquerque, N. M.; Kermit Carr, New Orleans; Michael H. Chakeres, Springfield, Ohio; Rafael Ramos Cobian, Santurce, Puerto Rico; John Coyne, Scranton, Pa.; Will J. Conner, Seattle; Max A. Connett, Newton, Miss.; C. E. Cook, Maryville, Mo.; Sherrill C. Corwin, Los Angeles; James E. Coston, Chicago; Elmo Courtney, Clovis, N. Mex.; Fred Danz, Seat-

tle; Roger Dickeson, Lincoln, Nebr.; Al Donahue, Great Falls, Mont.; Louis John Finske, Jacksonville; Fred Florence, Butler, Wisc.; Jack D. Fuller, Columbia, S. C.; Edwin Gage, Oakhurst, N. J.; Malcolm Greene, Boston; James Wesley Gaylard, Jr., Troy, Ala.; Jerry Gold, Pahokee, Fla.; Leonard Gordon, Newport News, Va.; Christian C. Gorder, Poplar, Mont.; Harry Greene, Minneapolis; H. J. Griffith, Dallas; James H. Harrison, Atlanta; Salah M. Hassanein, New York; J. T. Hitt, Bentonville, Ark.; Edward L. Hyman, New York; Sam L. Irvin, Asheville, N. C.; Louis Jablonow, Overland, Mo.; John William Keiler, II—Paducah, Ky.; Howard Kennedy, Broken Bow, Nebr.; Eugene V. Klein, Los Angeles; John N. Krier, Salt Lake City; Ronald Krueger, St. Louis; Robert Levine, Norfolk, Va.; Theodore Mann, Minneapolis; Roy E. Martin, Columbus, Ga.; Maury Miller, Passaic, N. J.; William Mitchell, Dallas; Levere C. Montgomery, New Orleans; Harry L. Nace, Jr., Scottsdale, Ariz.; Marshal Naife, San Francisco; Virgil Odell, Caldwell, Idaho; Spiro J. Papas, Chicago; Matthew Polon, Woodmere, L. I., N. Y.; Edward S. Redstone, Boston; Albert Reynolds, Dallas; Samuel Rosen, New York; Joseph J. Rosenfield, Spokane, Wash.; Alexander Lloyd Royal, Meridian, Miss.; Claude Schlanger, Doylestown, Pa.; Gerald J. Shea, New York; Thomas Carl Smiley, Denver; Dwight L. Spracher, Seattle; Larry A. Starsmore, Colorado Springs, Colo.; Morton G. Thalhimier, Sr., Richmond, Va.; Morton G. Thalhimier, Jr., Richmond, Va.; Preston R. Tisch, New York; Arthur Tolchin, Jr., New York; Charles B. Trexler, Charlotte; David B. Wallerstein, Chicago; Lloyd G. Wineland, Jr., Washington; Harvey Garland, Jacksonville.



# NGC To Demonstrate Talaria System In L.A. Nov 19 For Industry Execs

LOS ANGELES — National General Corp. will launch its closed-circuit theatre television network Nov. 19, 2:30 p.m. at the Village Westwood Theatre, West Los Angeles, with the first of a series of public presentations over existing telephone lines demonstrating General Electric Co.'s revolutionary Talaria closed-circuit color projector, it was announced by Eugene V. Klein, NGC president.

The initial showing under actual theatre operating conditions will be seen by entertainment industry leaders, said Klein, who is also chairman of NGC's wholly-owned Theatre Color-Vision Corp. subsidiary which will operate the nation-wide theatre network. Similar demonstrations for other interested groups will follow, he added.

"This marks the first time in entertainment history that a closed-circuit color projector will be demonstrated in a theatre," Klein noted. "Our pictures will be thrown 220 feet in color from the Village Theatre's existing projection booth to a full-size screen. The unprecedented capabilities and versatility of the Talaria projector will be seen through live, taped, and filmed segments of the entertainment spectrum, educational and commercial sequences," stated NGC's chief executive.

A. W. Johnson, Jr., manager, Talaria Program, General Electric Co.'s Military Communications Department, disclosed that the projector is now being placed on a production-line basis.

"Our top engineers, together with National General's technical staff, have been testing the Talaria projector under actual operating conditions for the past six months. 'We all have complete confidence in the technical excellence of the equipment and its ability to open the way for an entirely new and long hoped-for dimension in the entertainment industry,' said Johnson.

Response from the nation's motion picture exhibitors desiring to become Theatre Color-Vision affiliates has been "tremendous and gratifying," Klein revealed. "And we think they'll be even more excited, if possible, after they've seen Talaria in action." NGC plans to dedicate some 20 of its own theatres to "Color-Vision" and will license some 80 additional affiliates at the outset across the country.

Klein said plans presently in progress should "assure a continuing supply of topflight programming for our network. Our executives are now meeting with several of the country's major industrial corporations and institutions desiring to make commercial and educational use of Talaria."

## Capra Films To Moscow

WASHINGTON—The U. S. Information Agency has airshipped two classic American films to the United States Embassy in Moscow.

Frank Capra's award-winning "You Can't Take It With You" and "Mr. Smith Goes to Washington" were sent at the request of the U. S. Ambassador to the Soviet Union, Foy Kohler, for special screenings for Soviet film workers.

Capra, one of America's most honored motion picture directors, is in the USSR heading an American delegation touring Soviet film facilities. The group is visiting under State Department auspices as part of the U. S.—USSR exchange agreement.

## 11 Foreign Countries Send Delegates To S. F. Fete

SAN FRANCISCO — Eleven foreign countries have definitely agreed to send delegations of film industry leaders to the seventh San Francisco International Film Festival, which annually attracts hundreds of industry notables to San Francisco from the film capitals of the world.

The festival was opened this year by Governor Brown on Oct. 30 and will run through Nov. 12 at the Metro Theatre.

In addition to the Governor and the host of foreign visitors, a large contingent of Hollywood personalities is attending the Festival to mark the American film capital's first major participation in San Francisco's annual fete with the world premiere of Carl Foreman's "The Victors."

Foreign delegates to the Festival include producers, directors, stars, exhibitors, and distributors from Russia, Japan, Denmark, Mexico, Czechoslovakia, Korea, Yugoslavia, Argentina, Greece, and The Philippines.

The San Francisco International Film Festival is non profit, and, since its inception in 1956, has been sponsored by the San Francisco Art Commission.

## Albany Leads WB Drive

NEW YORK—Warner Bros.' Albany branch has taken the lead in the third week of the company's "Winners from Warners" sales drive.

The Albany branch topped all others for third-week results and also took first place in the cumulative three-week standings.

Following Albany in the cumulative standings are Charlotte, Detroit, Indianapolis, Atlanta, Jacksonville, Dallas, Denver, Cincinnati, and New Orleans.

# Embassy Challenges Memphis Censor Over Banning Of "Women Of World"

MEMPHIS—Embassy Pictures Corporation, New York, filed a suit in the Federal Court at Memphis testing the authority of the Memphis Board of Censors to ban controversial movies. Embassy's "Women of the World" was banned by the board in September. Named as defendants were the board, the City Commission, and Police Chief J. C. Macdonald.

"Women" was banned after the producer refused to omit four sequences deemed objectionable by the board. F. C. Hudson, board chairman, said the scenes dealt with prostitution, homosexuality, and child birth. He added, "On the whole, the film was well produced and something you'd enjoy seeing."

George W. Grider, attorney for Embassy, said in the suit that the film is not obscene and charged that the action by the board was "arbitrary, unwarranted, unreasonable and unjust."

His suit charges that the board violates the First and Fourteenth Amendments to the Constitution by "providing a system of prior censorship . . . (which deprives Embassy) of

## Para. Sells KTLA-TV For \$12 Million To Autry

NEW YORK—Paramount Pictures Corporation has completed arrangements for the sale of television station KTLA, an independent station in Los Angeles, to Golden West Broadcasters, it was announced by Barney Balaban, president of Paramount, and Gene Autry, board chairman of Golden West. In addition to Autry, the principal officers of Golden West are Robert O. Reynolds, president, and Lloyd C. Sigmon, executive vice-president and general manager. Rumors circulating in financial circles about the capital gain deal were credited with shooting Paramount stock sharply upwards.

The sale, subject to the approval of the Federal Communications Commission, was for \$12,000,000. The transaction was concluded over the weekend by Balaban, Paul Raibourn, Paramount senior vice-president, and Howard E. Stark, tv station broker, representing Golden West.

It is contemplated that the present management of the station will be retained.

KTLA, which operates on channel 5 in southern California, is a pioneer station in the United States and has been owned and operated by Paramount since 1939.

## "What A Way" Finished

HOLLYWOOD—Final shooting on the \$5,000,000 APJAC-Orchard Production, "What A Way To Go!", took place at 20th-Fox last week when director J. Lee Thompson called "cut" for the last time on the CinemaScope and color comedy.

Filmed entirely in Hollywood, "What A Way To Go!" was produced by Arthur P. Jacobs and stars Shirley MacLaine, Paul Newman, Robert Mitchum, Dean Martin, Gene Kelly, Robert Cummings, and Dick Van Dyke.

Shirley MacLaine wears the most costly wardrobe in movie history in "What A Way To Go," 72 different costumes that Oscar winner Edith Head designed at a combined cost of more than \$500,000. She has a matching coiffeur for each wardrobe change.

the right of free speech and free press."

The city ordinances, which give the Board of Censors the right to prohibit the public showing of any movie which its members feel to be lewd, immoral, or lascivious, are "so vague and indefinite as to provide no reasonably ascertainable standard," the suit says.

In addition to being an "infringement and denial of freedom of expression," censorship of the film has deprived Embassy of \$25,000 in royalties which would have been collected had the film been shown in Memphis, Grider said.

The suit seeks an injunction against the board to prevent its interference with the screening of the film, a declaratory judgment that the censorship laws of the city are unconstitutional, and a ruling that "Women of the World" is not obscene.

Embassy's Memphis attorney reports that Ephraim London, New York attorney for Embassy, is prepared to "go all the way to the Supreme Court with this one."



## 16 Technical Achievements Considered For Awards

HOLLYWOOD—Sixteen technical achievements of the past year have been selected for 36th Annual Academy Awards consideration, it was announced by Waldon O. Watson, chairman, Academy Scientific or Technical Awards Committee.

Meetings have been conducted to evaluate these technical advances and demonstrations of the achievements have been scheduled for Nov. 15.

A final meeting will be held in December to determine which of the achievements the committee will recommend to the Board of Governors for awards recognition.

Pursuant to committee policy, the following list is being publicized to permit those with claims of prior art or with devices similar to those under consideration to so advise the Academy:

Panazoom Lens, Panavision, Inc.; Mitchell Reflex Mark II Camera, Mitchell Camera Corporation; Ultrex Positive Carbon, National Carbon Company; Titan Studio Lamp, Mole-Richardson Co.; Levitron Film Processor, Houston Fearless Corp.; Techniscope System, Technicolor; Traveling Mattes, Technicolor; System For Recovery Of Solvent Vapors, Consolidated Film Industries; Laced Process, Metro-Goldwyn-Mayer, Inc.; 17-1/2MM Magnetic Film Portable Playback Machine, Metro-Goldwyn-Mayer, Inc.; Panaflex 70, Panavision, Inc.; Varispeed Electronic Motor, Panavision, Inc.; Portable Projector, Atlas Electronic Co.; Portable Projector, Hollywood Film Company; Portable Camera Crane, Martin G. Kashuk; and Atlas Replacement Sound Unit, Atlas Electronic Co.

## N. Y. Allied Okays Mass Buying

ALBANY—The first unit to ratify the proposal made at the recent national Allied convention for a mass buying combine is the Albany unit of New York State Allied.

Representatives of 82 theatres in the area voted unanimously to have one buyer represent them in contract dealings with the distributors in the hope of obtaining better rental terms.

## Ohio Valley New Name For Cincy-Based Exhibs

CINCINNATI—"Theatre Owners of Ohio Valley" is the name selected at the first meeting of the new TOA regional unit which has been formed in the state of Ohio and those portions of Kentucky and Virginia which lie within the Cincinnati exchange area.

The announcement was made by M. H. Chakares, president of the new association, following an enthusiastic meeting held at the Variety Club in Cincinnati.

David Staadecker was unanimously elected legal advisor and contact with the legal arm of national TOA; Ben Cohen is official representative to the TOA board meeting. Committees are LEGISLATIVE: chairman, Ben Geary; members Ed Hyman and Ben Cohen. MEMBERSHIP: chairman, Ben Cohen; members Jack Keyes, Jim Chakares, and J. Waller Rhodes. PUBLICITY: chairman, John Hewitt; members J. Henry Davidson, Jim MacDonald. FINANCE: chairman, J. Waller Rhodes; members, Martin Shear, Bert Goldman. FILM: chairman, Martin Shear; member, Jim MacDonald.

## The NEW YORK Scene

By Mel Konecoff

WE'VE BEEN a captive, more or less, of two exhibitor conventions at the Americana Hotel here—Allied States and Theatre Owners of America—for the last two weeks. After listening to all of the problems and frustrations of theatremen from all over, we feel like giving distribution a good swift kick you-know-where. The only other solution is to see all the distributors hold one big convention of their own, and we promise to give this equal space.

One of the highlights of the TOA meet was a Joe Levine-sponsored dinner, "A World of Showmanship For The Showmen of the World," which played to standing room only as a band blared, balloons fell, and a blonde loaded with champagne (in a bottle, that is) was lowered on a chandelier to the floor. Toastmaster George Jessel was in fine form following convention chairman Ed Fabian. Si Fabian paid tribute to Levine as a fine example of courage as did Barney Balaban, who characterized Levine as a man who helped raise the industry from a low point to new heights.

Newsreels, radio, and photographers covered the main speaker of the evening, U. S. Attorney General Robert Kennedy, who jokingly said he was present to help brother-in-law Peter Lawford on the dais sell "Johnny Cool" to the assembled theatre owners because the family needed the money. He, too, paid tribute to Levine, a Boston boy, for his fine efforts on behalf of the industry, after which he swung into his prepared speech, which dealt with civil rights within and without the industry. He admitted that some theatres in the south have become centers of controversy because of desegregation, but it was a problem that had to be faced. He thanked all who cooperated for himself and his brother, the President, who sent Levine a wire of congratulations.

Said Kennedy, "The heartening and encouraging fact is that voluntary desegregation has become a rapidly increasing trend among theatre owners." Prior to last May, there were desegregated theatres in 109 cities in the south and border states, and in the past five months, theatres have desegregated in another 144 cities, bringing the total to 253.

ANOTHER SESSION saw producer Carl Foreman urge the use of subsidies in the industry, either from the Government or from sources within the industry, as well as the establishment of a national film school in conjunction with the film studios, which would provide us with needed new blood. He hoped the producers and distributors would get together to provide cushions of assistance instead of battling product from other countries with one hand tied behind us.

Sidney M. Markley, president of ACE Films, was pleased with the progress made in the last year, which includes an arrangement with Edward M. Chodorov ("Yellow Jack," "The Hustlers," "Gentlemen's Agreement," etc.) to produce films on a continuing basis. He has a finished script, "Traffic In Innocence," to be made in England on the child white slave racket, which will be ready for release next June. He will also make "Gondolier," by William Marchant, and he hoped for two or three pictures a year from him. He reported a deal for two pictures with Philip Yordan, "The Thin Red Line" with Jack Warden and Keir Dullea, which is shooting in Spain and will be ready for release next May, and "White Savage," about a nun and five young girls. Both are to go through Allied Artists. He also signed with Louis Edelman to make three pictures, "Streets of Montmartre," to start next spring; "79 Park Ave.," based on a book by Harold Robbins; and an original by Edelman, untitled and with no starting date.

ACE also has money in AA's "Soldier in the Rain," with Jackie Gleason, and Markley hoped to have other announcements in the near future. He also hoped to bring pictures to exhibitors at prices they can afford to pay so they can make a profit.

THE RT. REV. MSGR. THOMAS F. LITTLE, executive secretary of the Legion of Decency, was another speaker, noting that audiences he comes in contact with claim movies are worse than ever and that parents of all faiths are forever bitterly complaining to the committee about present-day film content and exploitation.

Continued Little, "American films provide the world community with the best of well-tailored entertainment, but it is distressing that some American producers are content to fiddle with romanticism, puerile sex, and glamorized brutality while the world around them burns with confusion, fear, and an incipient despair. Although the public may indeed think that movies are worse than ever, the Legion's next statistical survey will reveal that better than 80 per cent of all films reviewed during the past year were judged morally unobjectionable for some segment of the audience; in the case of domestic films, the figure is 85.11 per cent so approved."

He hit at the advertising of some films which negates many of the good works undertaken by exhibitors in many communities, claiming that it does not adequately describe the theatre's essential role in our society. His Church entertains a high opinion of theatremen, he stated.

More detailed coverage of the convention may be found elsewhere in this issue.

HEADING WEST—As we concluded our report, we are about to board one of several chartered planes which are to carry away some 250 newspapermen, radio and television correspondents, and photographers representing publications and broadcasting facilities in 50 countries. All will converge on Hollywood, the world's entertainment capital, to cover the international press preview and five-day celebration marking the first public showing of Stanley Kramer's comedy, "It's A Mad, Mad, Mad, Mad World."

Ralph Hetzel, MPAA executive vice-president, commented that Kramer and United Artists, in addition to selling the film, are selling the entire motion picture industry to the audiences of the world. Kramer wanted to prove that Hollywood is the vital, living, and exciting center of entertainment activity, and he wanted his guests to see everything—all studios, movie and tv, live entertainment centers, and even Disneyland. All facets of Hollywood are cooperating, as are especially the stars of the film.



THE MIRISCH COMPANY PRESENTS

**YUL BRYNNER**  
**GEORGE CHAKIRIS**  
**SHIRLEY ANNE FIELD** in



CO-STARRING

**RICHARD BASEHART**

**BRAD DEXTER**

DIRECTED BY

**J. LEE THOMPS**



*United Artists' Big One for Christmas!*

# "KINGS OF THE SUN"



**COLOR** by DeLuxe  
**PANAVISION**®

SCREENPLAY BY **ELLIOTT ARNOLD and JAMES R. WEBB** STORY BY **ELLIOTT ARNOLD** PRODUCED BY **LEWIS J. RACHMIL** MUSIC—**ELMER BERNSTEIN**

**UA**  
Printed in U.S.A.



# ***Gastonia, N.C., Whites Demonstrate In Support Of Theatre Segregation***

GASTONIA, N. C. — Operators of other Gastonia business firms have begun staging demonstrations of their own in protest against Negro demonstrations aimed at two downtown movie houses which have refused to racially integrate.

They have begun paying \$1 for tickets to the Center and Webb which they do not plan to use. This is in protest against Negro demonstrations which have been going on nightly since Oct. 12.

The first such demonstration against the demonstrators was staged when friends of Sonny Baker, owner of the two houses, visited the boxoffices of both theatres, paid \$1 a piece for tickets, and then tore them up unused.

A spokesman said, "We bought tickets and tore them up—we paid \$1 each for them. It was our way of letting him (Baker) know that we will help him stay in business despite the nightly demonstrations and picketing. We know that Baker is caught in the middle of this thing and that he is bound to suffer a great financial loss. We will help him stay in business by buying tickets we don't even plan to use."

Promoters of the anti-demonstration demonstrations rounded up a large crowd of white persons the night of Oct. 24 who bought tickets and threw them away. They said they were donating "dollars for segregation."

Negro picketing continued at the theatres, and the white group, calling itself the National Association for the Advancement of White People, stationed a few of its members at the Center and bought tickets for all white customers from 7 p.m., until closing.

Howard Spargo, secretary of the white group, estimated it spent \$200 purchasing tickets it did not use. He did not say how long the group intends to continue its program designed to bolster business at the racially troubled theatres.

Baker, who has refused demands that he admit Negroes to the two houses on an integrated basis, said he had offered to reopen a former Negro theatre at Gastonia but had been refused.

First Negro demonstration at the two houses consisted merely of marches, prayers and attempts to buy tickets, but the strategy was changed to picketing the night of Oct. 19. The pickets since have been marching around the Center and Webb boxoffices with signs and slogans, forming an almost continuous stream to the boxoffice, each asking, "May I buy a ticket, please?"

After being told by the managers, "I do not choose to serve you," the Negroes each would ask, "Why not?" After the first reply, the managers answered all questions with "No comment."

Police have stood by during the picketing and have kept the sidewalks cleared of white hecklers. There have been no arrests, however.

Negroes said the picketing would continue until both houses are integrated.

A Mayor's biracial committee had been working with the theatres, prior to the demonstrations, in an effort to get them to join other local places of business in desegregating their facilities, according to chairman Marshall Rauch, "but before we could resolve anything, the demonstrations took place."

Negro members of the committee have disassociated themselves from the demonstrations, and the committee has said it wonders

why Gastonia was picked for the demonstration in view of the great strides it has made in racial matters.

Shortly after the demonstrations were launched, it was disclosed that Gastonia has been selected as one of the finalists for designation as an "All America City" in a nationwide contest. High Point, N. C., was selected for a similar title last year, also largely on its improvement of race relations, and immediately was subjected to massive demonstrations against downtown theatres in an effort to force them to integrate, and a 90-day truce only recently was called to prevent possible violence. At both High Point and Gastonia, the demonstrations against the theatres were led by the Rev. B. Elton Cox, High Point, field secretary of the Congress of Racial Equality.

Some motion picture houses in a number of North Carolina cities have quietly integrated in recent months, following Negro demonstrations. Cities now with integrated theatres include Fayetteville, with nine; Greensboro, with four; and Charlotte, Winston-Salem, and Durham.

## **Loew Opens New House**

BOSTON—E. M. Loew, pioneer Boston showman, announced he is completing a \$100,000, 600-seat art theatre with a 300-car parking lot in the North Station area to be called the West End Cinema. The new house, set to open Nov. 8 with Embassy's "Conjugal Bed," has been built in the shell of the old Lancaster Theatre by William Riseman Associates, architects.

Loew said that the new house will be strictly a first-run, playing foreign films, and Hollywood product.

# ***Closed Circuit Theatre TV Plan Proposed For Off-Track Race Fans***

ALBANY — The vocal maelstrom surging around proposals to legalize off-track betting in New York State had another explosive facet added at Saratoga Springs. Charles R. Stark, Baltimore, Md., president of Automatic Remote Systems, Inc., suggested to a meeting of the local Lions Club that extension of at-track betting, through the use of closed-circuit television "afternoons, in neighborhood theatres," would be preferable to the type of off-track wagering advocated by Mayor Robert F. Wagner, New York City. The latter holds an "advisory" referendum on the question at the Nov. 5 election.

Stark opined that his plan would provide "better control" than the Wagner one, and described it as "a controlled sport offering entertainment."

"Daily afternoon horse racing exhibited at neighborhood theatres," declared Stark, "via closed-circuit, wide-screen television from the in-state track, or imported from a better out-of-state track can offer an attraction that is competitive to the illegal. Self-service, comfortable, out-of-the-weather, heated, and air-conditioned, reserved theatre seat betting di-

## **New Color Eidophor Bows; Demonstration Tour Set**

NEW YORK—With the new Color Eidophor—large-screen, closed-circuit television system—now in full commercial production, a regular series of demonstrations began, followed by a tour of key cities.

Nathan L. Halpern, president of TNT (Theatre Network Television, Inc.), said that the demonstrations in New York are to be followed by a tour launched in Washington in late November.

Motion picture exhibitors and representatives of the government and industry have been invited to the private showings of the color television system, jointly developed by two European electronic companies—Gretag, Ltd., a subsidiary of Ciba of Switzerland, and by Philips of The Netherlands.

TNT, largest closed-circuit company in the world, and founder of closed-circuit television communications, is the sole licensed distributor in this country of the new Color Eidophor.

A prototype of the new Color Eidophor system was delivered earlier this year to the U. S. Air Force Development Center in Rome, New York, where it is being used in defense communications.

TNT already is operating, regularly, a coast to coast network of Eidophors which provide closed-circuit communications. The most recent example of successful Eidophor in movie theatres was the installation by Famous Players in Canada of Eidophors in nine theatres in the Toronto area, followed by telecasts of ice hockey games from the Chicago stadium which resulted in sold out houses.

## **Studio Employment Dips**

HOLLYWOOD—Employment in California's motion picture and tv industries took a slight dip in September, according to the State of California Department of Industrial Relations, Division of Labor Statistic and Research. The number of workers in September was 38,600, compared with 39,700 in August.

rect to the race track, wherever it is, offer the public a convenience, economy, and comfortability that is really competitive to the politically ignored illegal horse race betting."

The plan, he continued, would benefit state and counties through tax revenues. Both need added moneys so much-so the state, through Governor Nelson A. Rockefeller, suggested, and the Legislature approved, a bill at the 1963 session extending the racing season.

New York State will receive more than \$125 million as its share of the racing "take" this year, according to one estimate.

Stark argued that the "sport of kings" would also benefit from his proposal, because the tracks would draw the same percentage of total money bet. The expected increase in "legal patronage and participation," through changing what he characterized as the present 16-1 ratio on illegal gambling, would yield "tremendous profits," in Stark's belief.

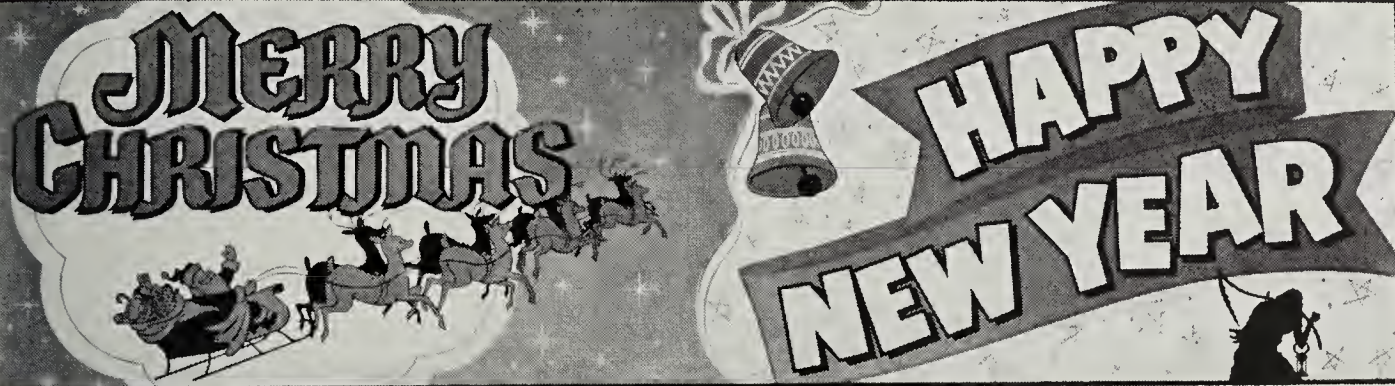
It seems unlikely that Assemblyman Speaker Joseph F. Carlino, Nassau County, the most outspoken foe of off-track betting, and Senate Majority Leader Walter J. Mahoney, Buffalo, would agree with Stark's idea.



OFFSET THE COMPETITIVE PRESSURE OF CHRISTMAS SHOPPING BY EXHILARATING YOUR PATRONS WITH THESE INESCAPABLY ECSTATIC

Full  
Color

# HOLIDAY BANNERS



## Jaunty 24" x 82" Flash!

Gay as the holiday season, bright as the New Year's spirit, this glitteringly stylish 24"x82" banner is the first of its kind produced by NSS. Rhythmical and comely, it is an appropriate standout wherever displayed indoors or outdoors.

HD-63-5  
\$2.75  
EACH



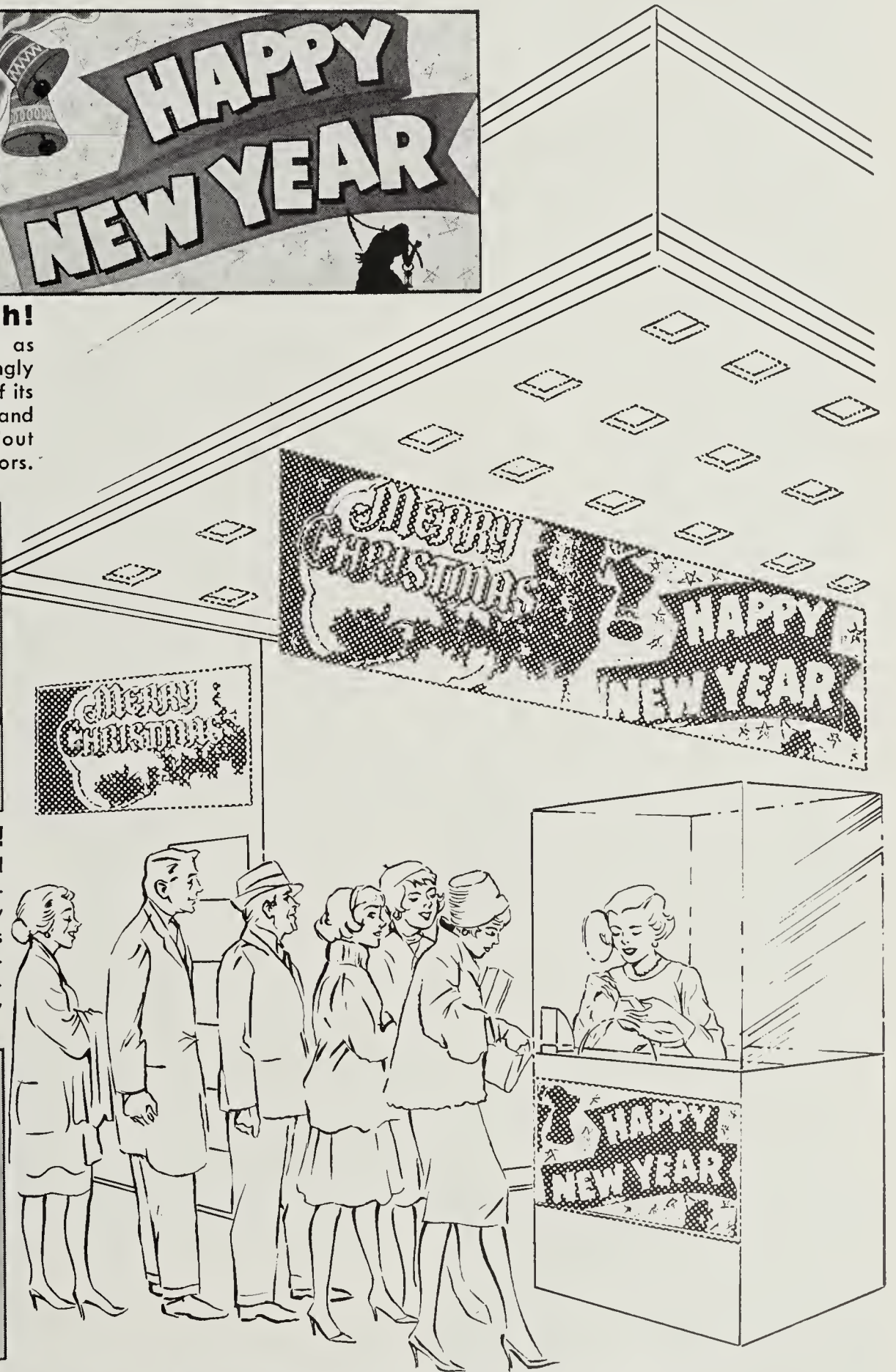
HD-63-7

## Dapper 22" x 40" Gems!

Greet your patrons with these good-will winning expressions of Yuletide sentiment. Both the impressively vivid Happy New Year (above) and Merry Christmas (below) banners, with meaningfully pictorial adornments in glowing colors, exultantly project the spirit of the holiday season.

\$1.75  
Each

HD-63-6



## Sprightly Magnetic For All Concession Stands

The festively emblazoned 24"x82" and the two 22"x40" banners have been especially designed for hanging over Snack Bars (left), concession stands, under marquees (above), on and over box offices, lobby and foyer doors and on walls. Greeting in the Happy New Year banner is lettered white on red ribbons; bells in red, green, white and blue, and outlined stars in red and green on white background. Merry Christmas is lettered in green against a star-studded, red and white background with Santa's sleigh and reindeer in purple.



National Screen Service



## MGM Executives Attend International Sales Meet

NEW YORK—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, Inc. and Morris Lefko, vice-president and general sales manager, are conducting an international sales meeting at the Culver City studios. This meeting, hosted by vice-president in charge of production Robert Weitman, is one of the largest of its type ever held by the company, and is attended by approximately 75 home office executives, sales executives, regional branch managers, and sales managers from throughout the United States and Canada.

The purpose of the meeting, with the theme based on the company's current institutional advertising program, "Metro-Goldwyn-Mayer Is On the Move," is to explore in depth new product, plans and company policy.

During the week long meeting, completed unreleased product and footage from films currently in production will be screened for the group. Among the completed product to be previewed is "Sunday in New York," "Company of Cowards," "Viva Las Vegas," "A Global Affair," "Mail Order Bride," "Seven Faces of Dr. Lao," "Any Number Can Win," "Children of the Damned," and footage from "Night Must Fall," "The Unsinkable Molly Brown," "His and His," "Looking For Love," "Kissin' Cousins," "Rhino!," and other product in various stages of completion.

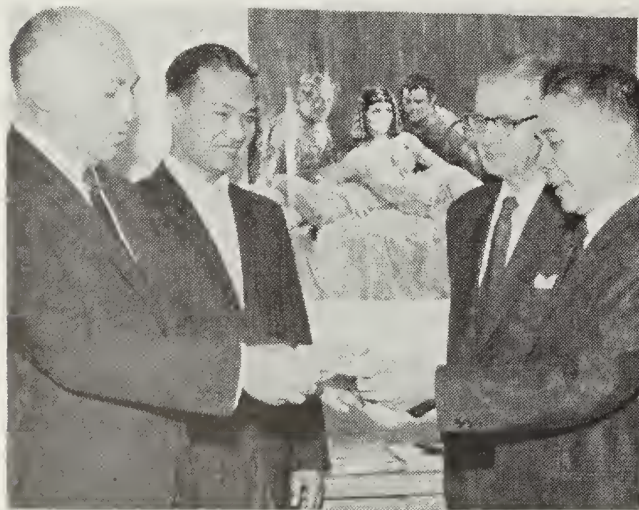
Metro-Goldwyn-Mayer's current and anticipated advertising, promotion, and exploitation policies will be presented to the group and each area detailed in relation to specific product. This is in line with the policy, instituted by O'Brien, of preplanning general areas of publicity and exploitation for each specific product, prior to the beginning of production.

The internationally oriented group will also hear initial plans, world-wide, national, and local in scope, originated for MGM's 40th anniversary celebration beginning in April, 1964.

Home office and studio executives will present and discuss with the group proposed release schedules for the more than 36 MGM motion pictures that will be seen throughout the world during the next 12 months.

## Foster Resigns MGM Post

LONDON, ENGLAND — Maurice Foster, general manager and a member of the board of directors of Metro-Goldwyn-Mayer British Studios, has submitted his resignation.



Seymour Poe, left, is seen recently receiving check covering unprecedented cash advance for exhibition of 20th-Fox's "Cleopatra" in Hong Kong from Speaker Chan, right, co-owner, Roxy, Victoria and Sands in Kowloon. Others in picture are Chan's brother, S. K. Chan, next to Poe; and L. J. Benuch, manager of the Fox office in the British crown colony.

## LONDON Observations

By Jock MacGregor

WELCOME to Bob Lippert. Though no stranger to these shores since he was associated with many of Jim Carreras' early efforts, he has now formed an alliance with exhibitor-producer Jack Parsons and plans to spend a million dollars a year here. It looks a good set-up. Already, "The Eyes of Annie Jones," with Richard Conte, and "Walk a Tightrope," with Dan Duryea, have been completed. Additionally, he has formed Lippert Films, Ltd., to produce a series of films, each starring an American artist, for 20th-Fox release.

When I visited the studios, I found him putting the finishing touches to "The Horror of it All!," a comedy shocker with Pat Boone starring. Bob believes that it will be fully representative of the pictures which will be in the \$100,000-\$220,000 bracket. He knows that these can show a good return in the international market and that there is always the chance of a sleeper.

With the right formula, 10 to 12 such offerings can be made annually, and the overall profit can be very nice. Bob has brought his planning and budgeting to a fine art, and it is invigorating to meet a producer who is so much a realist and so down to earth. He gets on with the job of making pictures for which there is a demand. He is now back in America where he assures me he keeps in touch with Britain through this column. He will return in the New Year to make his second for 20th-Fox. Meanwhile, Jack starts another joint effort, "Catacombs," on Nov. 11.

NEVER IN 30 YEARS have I attended a worse press reception than that for Brigitte Bardot. The invitation read from 7:30 to 9:30. I arrived at the Westbury at 7:30 to be told to go away and come back later as her plane was late. I retreated with other scribes to the bar. BB, who, of course, cannot be blamed for the plane, arrived at 7:45 and went to her room. We trooped off to the reception, were scrutinized, and signed a book.

By now more than 100 had gathered, but there was no bar. One or maybe two waiters served drinks. Then they vanished. The handout was, except for two pages, in French, and did not seem to tell much save that the film was called "Une Ravissante Idiote," which was translated as "Adorable Idiot" and suggests that it was probably as well that so much was left in French. Ironically, one of the few pieces in English claimed that Anthony Perkins plays an indolent dreamer who is never on time—yet he was in good time for the reception.

With deadlines approaching, tempers began to fray. After some 80 minutes in the hotel, BB made her entrance. No apologies were offered. The usual corps of photographers were augmented by countless strangers. There was a mad rush. Some reporters suggested we walk out in protest. I said I must wait to see how bad things could get. Then booing broke out as much against the organizers (I never did find out who they were) for having ignored the press as against BB for having taken so long to get ready. She was pushed into another room and the doors guarded. By then, it was a complete shambles. (Footnote: she was here for locations, and I gather these, too, ended in chaos.)

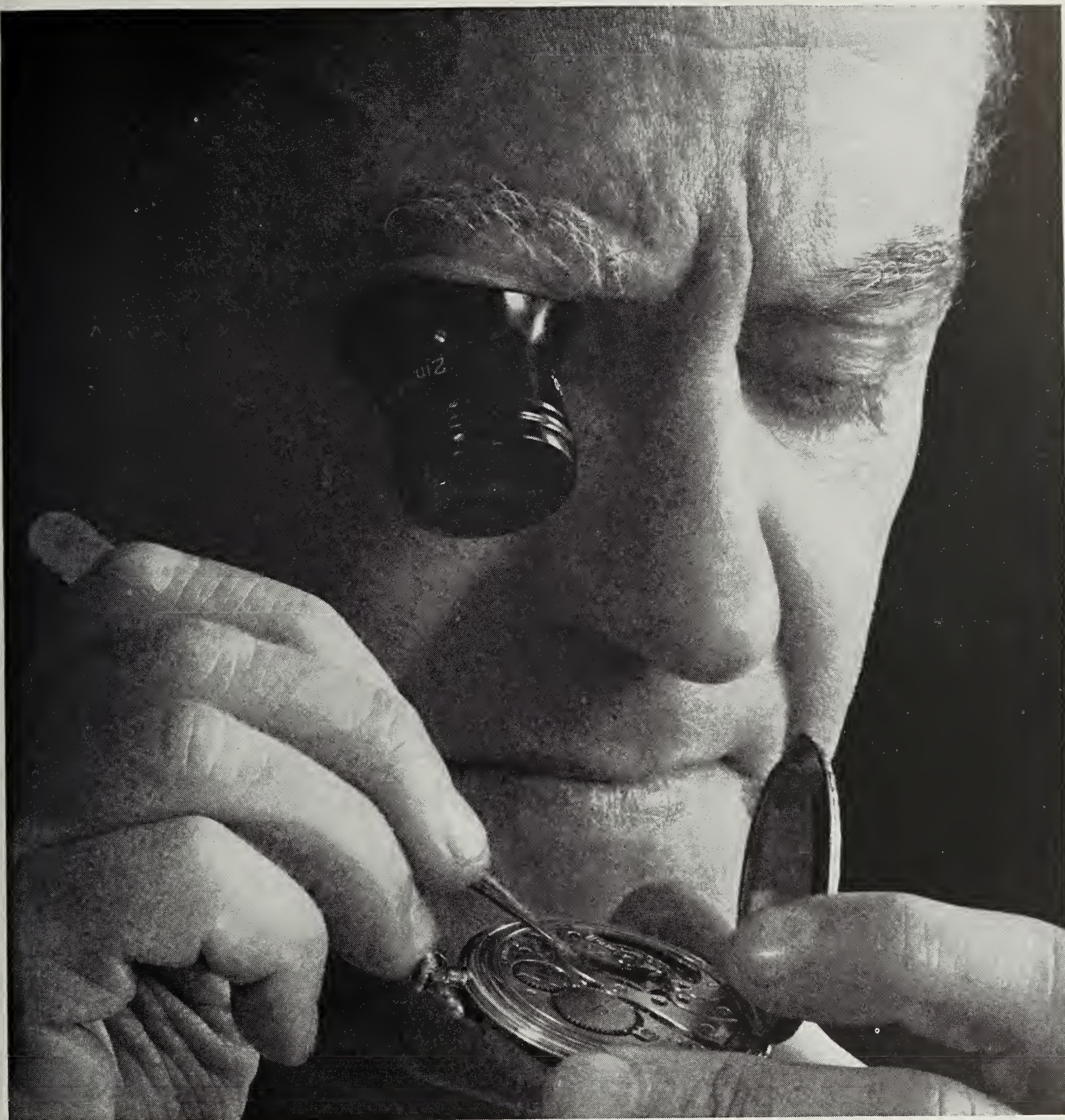
AN INTRIGUING booking pattern will be experimented with in the London area on Dec. 1. BLC are putting out as unit programs, "In the French Style"—"Girl in the Headlines" and "Man from the Diners Club"—"Gidget Goes to Rome." Theatres playing the Rank and third releases will, subject to the usual bars, be able to take their choice. This will be watched with great interest. Not only can this bold action by Columbia and British Lion help get some of the product backlog which has been piling up moving, but it can also result in a regrouping of London theatres for general run pictures.

This backlog which is freezing finances, thereby delaying production, was the subject of a BBC Panorama tv discussion between Sir Michael Balcon, British Lion's David Kingsley, and exhibitor Douglas Richards, with Rank's Kenneth Winckles representing the circuits. Kingsley claimed the solution lies in increasing the quota for British films from 30 per cent. Winckles pointed out that ABC and Rank were already playing more than 40 per cent. Later, he was driven to state obviously reluctantly that some delayed pictures were not quality offerings—I say "obviously reluctantly" for he knew that he was damning pictures which his circuit or theatres will, at some time, play. Kingsley countered that two American pictures the circuit released in September were no better than his unreleased pictures. This discussion can only have been harmful to the industry's image, and I felt embarrassed for Winckles, who held his punches to minimize the damage.

ATTRACTIVE independent pictures are not delayed. "From Russia With Love" was got out within days of completion, and I make no apology for mentioning it again even though it has spoiled my crack that other pictures were going to find it hard to keep up with the "Tom Joneses"—boxoffice figuratively speaking, of course. The business is sensational. Never have I seen such lines for the Marble Arch Odeon as on Saturday night, and it was playing concurrently at three other prerelease houses. At the last minute, it was retained for a fourth week at the Kensington Odeon (normally a seven day house). It is now to play four weeks in all key provincial cities—an unprecedented booking—and it is confidently expected that with Eady money, it will take more than a million pounds in this market alone.

ELSTREE DISTRIBUTORS' Jimmy Wallis was particularly perky when I bumped into him. Though it is some weeks before shooting starts in the Canary Islands on Cliff Richards' third color musical, "Wonderful Life," in which Susan Hampshire will be his leading lady, the studios are being inundated with requests for press facilities. One Hollywood agency bypassed its London bureau and phoned direct to ask when they could send a photographer. . . . As if production were not a big enough gamble, an optimistic bookie has opened a betting shop opposite the Film House HQ of Columbia, UA, and AB Pathe.





**Some things can't be hurried:** Sharp, crisp, top-quality prints take time to produce. Don't push your print-maker into making short cuts. Give him time to do the job right, do your negatives justice. Otherwise, you're throwing away good money. Matter of fact, better play it safe. GO EASTMAN all the way—negative and print-stock. And always, in the case of questions—production, processing, projection—get in touch with Eastman Technical Service. For further information: write or phone Motion Picture Film Department, **EASTMAN KODAK COMPANY, Rochester 4, N.Y.** Or—for the purchase of film: **W. J. German, Inc.** Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

FOR COLOR . . .





# CANADIAN Highlights

By Jay Alexander

FOUR DAYS of meetings and social events brought delegates from across the country to Toronto. Their one major conclusion—business has improved. This is what the two major theatre chain executives have been saying for the last six months. Delegates were boasting about what they were doing to the television business, rather than saying how television has hurt their business. But the industry also realized it must waken to technological change. A whole morning session out of two days' meetings of the Motion Picture Industry Council of Canada was devoted merely to a symposium of question and answers on Famous Players' nine-theatre closed-circuit theatre television.

The meeting, which included the annual meeting of the Motion Picture Theatres Association of Ontario and the National Committee of Motion Picture Exhibitors Associations of Canada, also realized that exhibitors can't stay in business as it was previously constituted. Delegates to the meeting are looking to the younger people in the industry to develop new ideas to attract people to the theatres. This is typical of the industry today, said one observer. The meetings were closed to the press. Word of the meetings was reported on by a public relations spokesman appointed by the MPIC.

Most controversial point of the meetings was the request by the exhibitors for a better deal from film distributors on clearance over tv. This was the second time in two years the question has arisen. The matter was tossed last year into the lap of a committee, made up of exhibitors and distributors, without the question being finally resolved. Gaston H. Theroux, president, Quebec Allied Theatrical Industries, strongest proponent of the matter, said promises were made and never kept.

The distributors replied that they would present an answer and gave assurance that it would be dealt with in a "reasonable time." One distributor explained that he was unable to control what happened to films he purchased. He was buying only the theatrical rights. Asked why he didn't purchase the tv rights, he replied, "That's a good question."

A resolution presented to the MPIC by the exhibitors requesting study of the question of revision of films brought a counter-resolution from the distributors. It called upon exhibitors to have regular inspections by qualified equipment service companies.

Exhibitors also expressed their resentment at distributors who set a policy in head office and then expect what's good for the first-run house in a key city to be good in a small situation. If, however, the exhibitor in the small situation doesn't want to go along with the policy, always set in the distributors' head offices, the situation has to do without the picture. The result, claims one exhibitor, is that the exposure received by that particular picture suffers, perhaps as well as the total boxoffice gross obtainable in this country.

Peter Myers, Canadian general manager for 20th Fox Films, was elected chairman of the Motion Picture Industry Council, replacing Frank Fisher, who was elected honorary chairman. Fisher, who was awarded the Pioneer of the Year Award at this year's dinner held during the week, was chairman for the past three years. Harry Prygrocki, president, Manitoba Motion Picture Exhibitors Association, was named first vice-chairman, while William Summerville, eastern division vice-president, Famous Players, was named second vice-chairman, and Gaston Theroux, third vice-chairman.

The Film Advertising Circle, headed by Frank Lawson, was admitted to full membership in the MPIC. The Circle won its laurels this year for its work with the Diamond Jubilee of the industry in Canada. Its next major project is to present a brief to Canada's Centennial Committee for funds to obtain a memorial commemorating in some fashion the motion picture industry's part in the development of Canada.

In other elections held during the week, Curley Posen, Toronto exhibitor and booker, replaced Jack Wiser of Oshawa, on the board of the Motion Picture Theatres Association of Ontario. Harry Howard, Vancouver, was named to the board of the National Committee of Motion Picture Exhibitors Association.



Frank H. Fisher, vice-president in charge of theatre operations for Odeon Theatres of Canada, Ltd., recently was named "Pioneer of the Year" by the Canadian Picture Pioneers at an affair in the King Edward Hotel, Toronto.

## Detroit News Shutdown Ends In Aura Of Mystery

DETROIT—Last Monday after the first edition, The Detroit News suspended publication.

Little information was given out between disputants, the Detroit Newspaper Publishers Association and Printing Pressmen Local 13. (The Association is an agency set up by the newspapers to represent them in labor disputes which have reoccurred with almost annual regularity since 1955.)

The action was described as a "work stoppage" not as a "strike," although net effect was identical.

The Detroit Free Press, which usually ceases publication in sympathy with the News, continued to publish.

As suddenly as it ceased publication and without notification, the News reappeared on Thursday.

The only reason given out (and not by the News, which merely regretted "inconvenience" in a nine line squib) was, "The ultimatum sought to remove responsibility for work performance from the individual journeyman pressman."

Interesting if not pleasant to note by the motion picture industry were the movie pages of the first issue on resumption of publication: There were 216 column inches of advertising, but not a single editorial word regarding pictures.

## Barkerettes Plan Ball

NEW YORK—The New York Variety Club Barkerettes' (Tent 35) annual celebrity ball will be held at the Waldorf-Astoria on Nov. 23. Mrs. Harry M. Pimstein, chief barkerette, has named the following co-chairmen and chairmen of committees:

Co-chairmen—Mrs. George J. Waldman, Mrs. Bernard Meyerson, and Mrs. Michael Hyams; program—Mrs. Edward Fabian; drawing—Mrs. Jerome J. Cohen; decorations—Mrs. Samuel Horwitz; tickets and seating—Mrs. David Emanuel; printing—Mrs. Charles Stuart; publicity—Mrs. Al Steen; gifts—Mrs. Charles Okun.

The Barkerettes are sponsoring a drawing of 25 shares of Consolidated Edison stock.

## Seneca To Produce Only

NEW YORK—Seneca International, Ltd., and Benjamin D. Gladstone, general sales manager, announced that Seneca has decided to cease its activities in distribution, confining its efforts exclusively to production on an intensified basis, under the name of Seneca Productions.

Gladstone is embarking on an independent venture in the exhibition field and is, accordingly, enlarging the scope of his consulting activities for Town and Country Theatres. He will seek to expand his buying and booking activities with additional theatres, and will operate out of Town and Country's offices in Glen Cove, Long Island.

**SHELDON TROMBERG**

presents

**BOXOFFICE ATTRACTIONS, INC.**

Independent Film Distribution

Phone: Code 215 MA 7-2919

1323 VINE ST., PHILA., PA. 19107

Phone: Code 202 347-2221 or 347-3151

932 WARNER BUILDING, WASH., D.C. 20004

## MGM Studios Overflow

CULVER CITY, CALIF.—Production at MGM Studios reached the overflow point with start of two new features in addition to four features and eight television series already filming.

The 14 production crews represent the most filming activity at any one time in the 40-year history of the Culver City studio.

The two features starting were "Signpost to Murder," starring Joanne Woodward, Stuart Whitman, and Edward Mulhare, produced by Lawrence Weingarten and directed by George Englund, and "The Americanization of Emily," starring James Garner and Julie Andrews, a Martin Ransohoff-Filmways production directed by Arthur Hiller.

Features presently filming at MGM are "The Unsinkable Molly Brown," starring Debbie Reynolds and Harve Presnell; "His and His," starring Robert Goulet, Nancy Kwan, and Robert Morse; "Kissin' Cousins," starring Elvis Presley; and "Looking for Love," starring Connie Francis.



## ALBANY

Adrian Ettelson, Fabian district manager, has been elected chief barker of Variety Club to succeed Michael S. Artist. Other new officers of Tent Nine are Johnny Costas, first assistant chief barker; Barker Serian, second assistant chief barker; Jack Merritt, dough guy; Charles Wheeler, property master; and Fred Shavor, press guy. The Tent will continue to maintain quarters on the mezzanine of the Schine Ten Eyck Hotel. . . . John Gardner, former owner-operator, Colony, Schenectady, and builder of area drive-ins, was in on business from Florida, where he heads a drive-in operation at Hollywood. . . . William Morgan's Northway Drive-In, at Champlain, closed for the season. . . . The Rensselaer Mothers' Club of St. John's Academy and The Evangelist, official weekly publication of Albany Roman Catholic Diocese, criticized the Leland for its showing of "vulgar" nudist films.

## ATLANTA

Plans for the construction of a new theatre in Cobb County, 20 miles from Atlanta, as part of a shopping center has been announced by N. B. Meiselman, with headquarters in Charlotte, N. C. This will make the third theatre they will have opened in shopping centers near Atlanta. . . . Pete Roaian, Universal regional sales manager, was in conferring with local branch manager R. C. Settoon. It was disclosed that Jim Prichard, Atlanta salesman, had been transferred to Detroit, Mich., as city salesman. . . . Robert Timms is a new student booker at Universal. . . . Sympathy to Pearl Beasley, formerly with Universal in the inspection department, upon the death of her husband. . . . T. C. Cox has returned as a salesman with Warners. . . . Bill Henry has closed his Maurey, Mount Pleasant, Tenn. . . . Sympathy is also extended to Nell Solemberger, Wilby-Kincey Theatres' staff, on the death of her husband. . . . Mrs. Ruth Carter, Capri Cinema and Fine Art, was in Crawford Long Hospital for surgery, as was Mrs. Marian Stowe, Buena Vista staff. . . . James V. Frew, southern division manager, Embassy Pictures, was on a visit to Kansas City, Mo. . . . Variety Club named the following officer for 1964: Herb Matthews, chief barker; Bob Hosse, first assistant; Dick Setton, second assistant; Louis Ingram, property master; and Jim Reeves, dough guy. . . . Lane Hebson, owner, Strand, Alexander City, Ala., was winner of first prize of \$100; Harry English, Moffitt, Montgomery, Ala., second with \$75; John Hubb, Wilby-Kincey, third with \$50 and Tom Jones, Storey, third with \$25 in the bonus drive of American International Pictures. . . . "Mondo Cane" was removed from showing at the Charles, Montgomery, Ala., after three policemen and a minister protested after the first showing. . . . Robed Ku-Klux Klansmen picketed all downtown theatres in Savannah, Ga., which recently integrated. . . . Lam Amusement Company sold their DeKalb, Ft. Payne, Ala., to Mrs. Ida E. Goza. . . . P. J. Hern has closed his Valley, St. Andrews, N. C., for the winter. . . . Congratulations to Quill McPherson, Benton Brothers Film Express, on his becoming the father of twins. . . . Bobbie Harvey, inspector with Benton Brothers Film Express, has returned home from the Georgia Hospital after surgery.

## BOSTON

The Warner Bros. release, "Palm Springs Weekend," starring Troy Donahue, Connie

Stevens, and Ty Hardin, will be kicked off on Nov. 20 in a massive saturation of the New England area under the Compo Merchandising Plan sponsored by Theatre Owners of New England. Arrangements have been completed by a committee consisting of William Kumins, Warners' Boston branch manager; Mal Green, Compo Merchandising Plan chairman; Julian Rifkin, president of TONE; Floyd Fitzsimmons, Warners' field representative in New England; Carl Goldman, executive secretary of TONE; and Paul Levi, TONE committee member in charge of publicity. Goldman, coordinating arrangements between Warners and exhibitors, is sending out advertising material to every theatre participating. Kumins said he will have 75 prints of "Palm Springs Weekend" in the Boston exchange area for the opening on Nov. 20 at the Keith Memorial, Boston, and 74 other first-run theatres. He has a total of over 125 bookings in the first two weeks of release on the picture. The giant multiple run will be supported by a tremendous advertising campaign consisting of television, radio, newspapers, and every other possible means of exploitation, according to Floyd Fitzsimmons, Warners publicity representative.

## BUFFALO

V. Spencer Balser, retired film buyer for the Basil Theatre Circuit, was honored at a special testimonial dinner by industryites in the club-rooms of Variety Club, Tent 7. Chief barker Nate Dickman was to give his annual report at a general meeting of Tent 7 Nov. 4, when nominations were to be accepted for the 1964 crew. Tom Fenno, chairman of the membership committee of Tent 7, is offering free membership dues for 1964 to the barker who brings in the most new members. A good turnout of Variety members and that of the Greater Buffalo Advertising Club paid homage to Alex Lebovitz at a luncheon. Alex is chief auditor for the club and serves many other organizations in their charitable work. . . . Ed Miller, manager, Paramount Theatre, promoted a wealth of free newspaper and radio publicity as the result of his three day Fall Fashion Show, scheduled for November 7, 8, and 9. Downtown Merchants Association is cooperating, along with the Buffalo Courier-Express, the latter bringing in popular columnist Abigail Van Buren, who writes "Dear Abby." A full page color ad kicked off the promotion in the Sunday Courier-Express. . . . Harry F. Pearl, 71, former organist at the old Lafayette, died of a heart attack in his home. Pearl began his career as a piano player at the old Columbia Theatre, and also had been a member of the orchestras of the old Shea's Court St. Theatre and Shea's Hippodrome. . . . Richard F. Schaller, local sales manager for WGR-TV, has been accepted as a member of Variety Tent 7. . . . With First-Run features of the caliber of "Of Love and Desire," "The Incredible Journey," and "The L-Shaped Room" opening in outlying community theatres, drama critic Ardis W. Smith, Buffalo Evening News, asked "Why?" when downtown first-runs seem hard pressed, at times, for product. Pat Dwyer, local publicity and ad rep for 20th-Fox, replied, "We're just sending the pictures out where the people are."

## CHARLOTTE

New manager of the Playhouse Theatre, Statesville, N. C., is Byrle Kornahrens. Kornahrens was born and reared in Summer-ville, S. C. He served with the Army in Europe during World War II. He entered the theatre business in 1947 in Hamlet, N. C.,

and has managed theatres in Greenville and Charleston, S. C. The Playhouse is one of the Statesville Theatre Corporation theatres. A. Fuller Sams, Jr. is president of the company, and R. E. Agle is general manager.

## CHICAGO

Ralph Smitha, general manager, Essaness Theatres, and William Holden, district manager, Balaban and Katz, are in charge of the 1963 theatre division for the Crusade of Mercy collections. . . . Old North, Inc., has been organized by N. Novak to produce amusements for theatres. . . . Country Club Theatre has been formed by E. Michele. . . . J. L. Reardon has formed the Reardon Watkins Co., as theatre advertising publishers. . . . Elmer Stuart, retired film actor, died at the Northwest Hospital after a long illness. He leaves surviving his wife Shirley and two brothers. Burial was at Palatine, Ill. . . . John Pabich, movie operator at Imperial, is dead. His wife and a son survive. Burial was at St. Adelbert cemetery. . . . "Cleopatra," at the State-Lake, has almost reached the half-million attendance mark. Tickets have been printed for fall and winter months for the Chicago loop run. . . . Orchestra Hall resumed travelogue film programs, starting with "Sweden Inside and Out," narrated by Neil Douglas. . . . Nathan Joseph, 82, pioneer Chicago exhibitor, is dead. He had owned and operated motion picture theatres here from 1907-1958, when he retired. He operated the State, built by his father-in-law in 1907, until his retirement. He leaves his widow, Martha; a son, Irwin, owner of the Hilltop Drive-In and Modern Film Distributors, Joliet, Ill.; a grandson, Frank, a City News Bureau reporter; a granddaughter, Mrs. Judith Thompson; and a great-grandson. . . . Richard E. Lewis, electrical engineer for Telefeatures, Inc., collapsed in the lobby of the Builders Building, where he had been part of a film crew, and was pronounced dead at Henrotin Hospital. . . . Tivoli Theatre, a South Side landmark since 1921, is undergoing the first steps of demolition with the dismantling of the marquee. Constructed at a cost of \$2,000,000, the Tivoli was one of the first of the city's super-theatres. Large pictures recently appeared on the back picture page of the

The  
finest  
carbons  
ever  
made...



PROJECTOR  
CARBONS



Chicago Daily News, showing the demolition process and beautiful appointments in the interior. . . . Mae Tinee, movie columnist for the Chicago Tribune, reports that "Summer of 1963 was a golden one for the movie industry." She says there were record breaking runs in both Loop and neighborhood houses on pictures like "The Great Escape," "Irma La Douce," "The Longest Day," and "Flipper." Imports playing at art houses did equally well. . . . The marriage of Mary Louise Gaynor to William G. Smith was performed in the vault of the Exchange National Bank in the city, as a tie-in to boost the opening of Universal's "For Love or Money" at B and K's United Artists. The newly weds were presented a check for \$100 by Universal and a savings account for \$50 by the bank. . . . F. L. Ungerth has organized National Film Service for film production in Western Springs, Ill. . . . J. L. Cooke has formed Compact Industries for vending equipment and concessions. . . . George Regan, independent film distributor, has returned from Kansas City where he handled distribution of the Governor Films for that territory and Detroit, and where he started premiere of the film, "Heavens Above." . . . Thomas Adamson, Bowman Dairy Products Co., reports that his company's tie-up with 43 theatres in this territory for half price film tickets when the patron presents four milk bottle tops, will be continued for the fall months because of the program's success.

## CINCINNATI

Carl Foreman, producer-director-writer, who is endeavoring to interest the government in some sort of subsidy for the film industry and is urging the establishment of a national film school, was the speaker at a film seminar at Ohio State University, Columbus, O. The meeting, monitored by Prof. Robert Wagner, was arranged by Ray Nemo, publicist for Columbia, who releases Foreman's "The Victors" early next year in this area. . . . Cincinnati Theatres entertained house managers at a clambake in the Trolley Tavern. Also attending the affair were company executives and film exchange managers. . . . Michael Chakeres, vice-president and general manager, Chakeres circuit, Springfield, O.; his assistant, Grant Frazee; Gene Lutes, Kentucky district manager; Dick Dickerson, booker; house managers, Mrs. Mary Dwyer, Celina, O. and Connie Mandros, attended the National Allied convention in New York. . . . The Nichlos, Nichlosville, Ky., has been reopened by David Addington. . . . The Plaza, Clay, W. Va., formerly operated by Earl Carte, has been taken over by W. B. Urling, West Virginia exhibitor.

## COLUMBUS

Virginia Ellen Schott won first prize in RKO Theatres' "Salute to Hollywood" contest, conducted by RKO Palace. She won a trip via American Airlines to New York City for two. Mrs. Jack A. Patterson won second prize and third award went to Edna M. Haughton. . . . Hunt's Cinestage is closed, pending announcement of the next booking, expected to be "Cleopatra". . . . Charles Sugarman has been undergoing treatment at St. Anthony's Hospital. . . . Robert Sokol, manager of Loew's theatre, Indianapolis, was a local visitor. Sokol formerly managed Loew's Broad here. . . . RKO Grand will celebrate the third local anniversary of Cinerama with a week-long series of special events. . . . Maynard E. "Jack" Sensenbrenner, Democratic candidate for mayor, said "nudie movies should be eliminated entirely" in a man-on-the-street interview printed in Columbus Magazine. "Rotten

and no-good trash should be eliminated. Nudie movies have a detrimental effect. How? Well, they're just no good. They don't build anything. Anything that doesn't build tears down. I'm against censorship only when it hurts people." The question was: "Do you believe in censorship?"

## DALLAS

Bob Callahan, producer of "Indian Paint," (being shot near Grand Prairie, Tex., with Johnny Crawford as star) has purchased the film rights of a novel written by local author Morgan J. Maxfield. Callahan is going to Hollywood for a scenarist and will begin filming in early spring. . . . Don Grierson, manager of the AIP exchange was recovering from a cold which had him in bed for several days. . . . Paul Rice, formerly salesman in the Oklahoma City, Okla. area for Paramount, has been transferred here and will assume duties of sales manager at the Dallas exchange. . . . William O'Donnell, president of the Cinema Arts Theatre circuit, and his wife, went on a European trip. . . . Dale Evans, wife of Roy Rogers, was in the city last Sunday for an appearance at the week long Livestock Coliseum Revival, sponsored by the First Baptist Church. . . . James Velde, vice president in charge of distribution, and Al Fitter, division manager for United Artists, were in for a two day sales meeting. . . . Hollywood film star Joan Crawford is expected to visit here in behalf of her latest film "Straight Jacket," according to Jack Judd, district manager for Columbia Pictures.

## DES MOINES

The Associated Theatres, which has operated the Grand, Strand, Orpheum, and State, Dubuque, Ia., for a number of years, has been dissolved. Under the new setup, the Grand and Strand, owned by the Grand Opera House Corp., return to their original operators, M. J. Dew-Brittain, publicity director for all four houses, now becomes manager of the Grand and Strand. The Orpheum, owned by Dubuque Theatre Corp., will continue to be operated by James and Nick Yiannias. The State, purchased in 1953 by the Grand Opera House Corp., will be operated jointly by the Grand and Dubuque corporations. . . . The Cooper foundation is considering the Quad-cities area as the site for a Cinerama theatre. Cooper officials have been looking over the Davenport-Rock Island area recently. . . . The Laurens, Laurens, Ia., is expected to be reopened as a community venture.

## HOUSTON

A six-year-old local girl, Kimberly Jean Block, has beaten out 500 little girls throughout the country for a major role in a forthcoming Columbia movie, "The Traveling Lady." Miss Block eliminated two other finalists in a screen test last week in Hollywood. The picture, a serious drama by Horton Foote, started production in the Wharton, Tex., area with later filming in Hollywood. Steve McQueen and Lee Remick are starred in the movie. . . . Charles Paine, managing director of the Windsor Cinerama, has posted a closing notice of the Current MGM-Cinerama feature, "How the West Was Won." . . . Robert Mulligan, Columbia director of "The Traveling Lady," is expected to come here to confer with novelist Larry McMurtry about his new book, "Leaving Cheyenne." McMurtry wrote the novel upon which the motion picture "Hud" was based. . . . The Rivoli is present-

ing a "Businessman's Matinee" daily for its adult movies and burlesk stage show.

## JACKSONVILLE

Marjorie Roberson, WOMPI at MGM, underwent successful surgery at St. Vincent's Hospital and received visits from many of her Film Row friends. . . . Mr. and Mrs. R. L. Woodard, owners of the Woodard, Madison, were welcomed back to Film Row after an absence of 16 months during which time Woodard was under a doctor's care. He is now well again and able to travel. . . . Jack Mahon, managing director, Florida State Theatres' ever-growing entertainment complex centered around Weeki Wachee Spring, scored a publicity bonanza for Weeki Wachee when the reigning 1963 Miss Universe, Ieda Maria Vargas of Porto Alegre, Brazil, spent three days at Weeki Wachee making a series of public appearances. Also sharing in the publicity glow was William Hughes, head of the Royal Crown Cola Bottling Co., Tampa, who sponsored Miss Universe's appearances on behalf of RC. . . . French Harvey, FST concessions chief, devoted an entire page of his weekly "Concessionaire" bulletin to a highly laudatory review of the career of Mrs. Gladys Simkin, a veteran of 17 years of service at the concessions stand of the Matanzas, St. Augustine. He termed her "a faithful, interested, enthusiastic saleslady" and, to show his sincerity, he authorized H. A. "Red" Tedder, manager, Matanzas, to pay Mrs. Simkin a salary bonus. . . . Walter Colby, who has managed the first-run Beacham in downtown Orlando, has been promoted to a new position as FST city manager in Orlando, with supervision over the Beacham, the new Plaza now under construction, and the Colony in nearby Winter Park. Bill Goewey, successful manager of the Howell, Palatka, will succeed Colby at the Beacham, and Colby's former assistant, Alvin Hodge, is being advanced to the Howell, Palatka. . . . B. D. Benton, head of Jacksonville Film Service, was selected by Charley King, local AIP manager, as a non-partisan industryite to supervise a quarterly contest which AIP conducts for film bookers of the state. Only a reference to "the luck of the Irish" could explain how two Florida State Theatres bookers won the top prizes. Bill Baskin came in first with a \$100 U. S. Savings bond, and Tom Sawyer finished second with a \$75 bond. Claude Browning, Floyd Theatres booker, came in third to capture a \$50 bond, and Marshall Fling, Kent Theatres booker, who was too ill to attend the ceremony, received fourth place money with a \$25 bond. Conducting the contest were King; Al Swaboda, AIP salesman; Leonard Adams, AIP booker; and Paulette Heiner, AIP Girl Friday. . . . Dave Roper's Enterprise Booking Service of this city is now handling bookings for R. S. Stewart's Jones, Graceville.

## MIAMI, Fla.

Wometco Enterprises, Inc. reported its net income after taxes for the 12 weeks ended Sept. 7, 1963, was up 17.4% to \$470,608 over the \$400,834 reported for the same period in 1962. Per share earnings was .32¢, up 14.3% as compared to the .28¢ reported in 1962, after adjustment for the 30% stock dividend paid Dec. 21, 1962. Gross Income for the 12-weeks period was \$4,876,176 as compared to \$4,184,814 in 1962. For the 36 weeks thus far of 1963, net income after taxes was up 15.1% over the same period in 1962. Net income was \$1,514,068 as against 1962's \$1,317,031. . . . An estimated total of \$11,701 by the end of 1963 will have been given by



Wometco Enterprises, Inc. employees via its Employee Fund for Giving. In addition to the Dade County United Fund, and United Funds in the various cities where Wometco has employees, the Variety Children's Hospital and Will Rogers Memorial Hospital were also recipients of large gifts. . . . Tent 33, Variety Club of Greater Miami, officially opened its doors at the Robert Clay Hotel, with beacons sweeping the skies, music, entertainment. Chairman Vic Levine called the grand opening one of Tent 33's really "big shows." Club Hours are from 9 to 5 daily, Monday through Friday. Variety Club women's fund-raiser is scheduled for Dec. 19th at the Fontainebleau Hotel. . . . Flamingo Productions, South Florida's newest movie producing firm, has completed filming on its second full-length color feature. Currently in the editing stages is a murder mystery in color, "The Deadly Circle." Flamingo executives Herb and Irwin Meyer, report the company has a tentative schedule of four full-length color productions for 1964. . . . Eugene Sands is new assistant, Capitol, Miami. . . . Wometco Vending of Jacksonville, Inc. is the successful bidder for the vending machine operation in the Florida Exhibit of the 1964-65 New York World's Fair, and will install a total of 80 to 100 modern vending machines. Another division of Wometco, the Miami Seaquarium, is already under contract to the Florida World's Fair Authority to conduct a live porpoise show in a modern stadium, which will comprise about 50 per cent of the 3.12-acre Florida exhibit. . . . Louis Wolfson, vice-president, Wometco Enterprises, Inc., has been appointed to the board of directors, Medical Research and Health Services Foundation of Dade County. Richard Wolfson, Wometco vice-president, was re-elected co-chairman, Florida Region of the National Conferences of Christians and Jews. . . . Robert F. Green, Wometco Personnel Director, and Mrs. Green, celebrated 44 years of marriage.

## MEMPHIS

Richard L. Lightman, vice-president of Malco Theatres, Inc., is now president of the Tennessee Theatre Owners Association. TOA held a join convention with Alabama and Georgia Associations in Atlanta. . . . "L-Shaped Room," with two scenes cut on the "request" of the chairman of the Memphis and Shelby County Board of Censors, was previewed to board members and approved. Many movie-goers felt the film was censored by one member and not the majority of the board. . . . Mary Katherine Baker, United Artists, was hostess to a recent meeting of WOMPI. Clarence Scoggins, Film Transit, was the winner of the Buck-of-the-Month Club. Jessie Ray Lucy, Malco, president, reported members had given 72 service hours to the Memphis Heart Association and the Will Rogers Hospital fund. . . . Arrow Drive-In, Steelville, Ill., has closed for the season. . . . Mi De Ga Theatre, Waverly, Tenn., reopened after undergoing extensive remodeling. . . . Memphis held a "George Hamilton Day" in honor of the Memphis-born film star and recording artist. Judson Moses, field representative for MGM, was present to MC the activities. From Memphis, Hamilton went to San Francisco where other festivities were scheduled. On Nov. 18, he flies to England to be presented to Queen Elizabeth. . . . Eleven new directors of Memphis Tent 20 of Variety will meet soon to elect a new chief barker and other officers. Retiring chief barker is Richard L. Lightman, Malco Theatres. . . . Wayland Lillard, 23 years with Paramount, is now



Mayor Frank X. Graves, left, recently welcomed to Paterson, N. J., film star Constance Towers, center, and Samuel Fuller, director of Allied Artists' "Shock Corridor," second from left, at a press luncheon held at the Alexander Hamilton Hotel. Looking on are Edward Molteni and William Weiss, managers of the Capitol, Passaic; and the U. S. Theatre, Paterson.

manager of the Memphis Paramount exchange. Lillard is from Dallas. Howard Nicholson, former manager, resigned to operate Ellis Drive-In, Millington, Tenn. . . . Louis Dreisbach, also from Dallas, is now manager for Universal-International. He replaces Bob Carpenter, who is now manager of U-I's Los Angeles exchange. . . . Memphis Better Films Council selected "The Haunting" as the Best-Family-Movie-of-the-Month, and "A New Kind of Love" as the best Adult-Movie-of-the-Month. . . . Rowley United Theatres has closed Skyvue Drive-In, Arkadelphia, Ark., for the winter season. . . . Carl Wilbanks is now operating the Hinz, Walnut, Miss. . . . Hy-Y Drive-In, Henderson, Ky., closed after the last playdate of Oct. 27. The drive-in is a Malco Theatres operation.

## NEW HAVEN-HARTFORD

Leonard Sampson and Robert Spodick of the Nutmeg Theatre Circuit hosted Connecticut premiere of Columbia's "The Running Man" at their Norwalk, Norwalk. . . . N-T-C institutional copy is already touting the merits of Warners' "Mary, Mary," Paramount's "A New Kind of Love," Embassy's "The Conjugal Bed," and 20th-Fox's "Take Her, She's Mine," for the Norwalk, plus the County Cinema, Fairfield, and Fine Arts, Westport. . . . Fred Koontz III, Lockwood & Gordon's Waterford Drive-In, Waterford, came up with a rather unique attention-getter, distributing "weirdies" (novelty shop gimmicks) to first 250 patrons at opening performances of "The Crawling Hand" and "The Slime People." . . . Mr. and Mrs. Joe Markoff, of the Markoff Bros. Theatres, have announced the engagement of their daughter, Fern Lee, to Philip Schaffer, a research scientist. A November wedding is planned.

Mrs. Margaret A. Mortensen, Stanley-Warner Capitol, Willimantic, hosted her town's oldest movie patron—search was conducted through the press—in conjunction with her premiere of MGM's "The V.I.P.s" The elderly viewer was taken to dinner, given roses for his lady, plus plush transportation from home-stead to movie-palace. . . . James M. Totman, Stanley-Warner zone manager, recuperating from a mild coronary, is expected to resume duties shortly. James A. Bracken, assistant zone manager, is temporarily supervising activity. . . . Connecticut premiere, day-and-date, at AB-PT's Allyn, Hartford, and Paramount, New Haven, of "The Reluctant Saint," was accompanied by extensive exploitation.

In Hartford, Ray McNamara screened the film for religious leaders and press, mailed 300 letters to opinion-makers and Knights of Columbus, and also extended a 10-cent coupon discount plan to schools. Jim Darby, New Haven, screened the film, extending invitations through a local radio station, to 1,000 persons.

## NEW ORLEANS

Joan Crawford was in for the dedication of a new Pepsi-Cola bottling plant. . . . Milton Platt, a Continental Distributing home office executive; and Bob Hames, Continental's southeast district manager, were in. . . . Mrs. Edith Gee has decided to keep her Village, Bonita, open as long as the clement weather prevails. . . . United Artists held special previews of "Lilies of the Field" for the clergy and the Clarion Herald newspaper staff at Jesuit High School Auditorium. . . . Mrs. Nell Renfro has resumed operation of the Ren Drive-In. . . . Theatre Owners Service Company is handling the buying and booking for the Star, New Roads, La. The new owner is Jack Hornsby, who reopened it after a brief closing. . . . Mrs. Loraine Gass, WOMPI sustaining member, is up and around again after an eight day stay in the hospital for treatment of an old back injury. . . . L. C. Montgomery, president, Delta Theatres Inc., operator of the Joy, New Orleans, entertained a group of nimrods from the local industry at a dove hunt held on his ranch in Catahoula Parish, La. . . . WOMPI of Paramount Gulf Theatres and Hodges Theatre Supply entertained a group of 38 WOMPI and guests at the club-women's October dinner meeting at the Vista Shores on Bayou St. John, near Lake Pontchartrain. . . . The 3 Stooges will appear in person in Jerusalem Temple's Shrine Circus at the Municipal Auditorium, Nov. 23-Dec. 1. . . . Mrs. Edith Anne Long has closed the Parkway Drive-In, Winnfield, La., for the winter. . . . Patricia Smith, MGM; and Beverly Ansardi, Paramount, are the latest to join the F-57 exchange employees' union. . . . Thelma France is back at Universal exchange after six weeks' absence due to eye surgery. . . . Bob Lotito, publicist, was in the interest of Columbia's "Under The Yum Yum Tree" and "The Running Man." . . . Donna Jackson, 20th-Fox staff, and Michael Lettule were married. . . . Frank and Grace Huerstel are lullabying a son. Before resigning in early September she was secretary to Gerald Kennedy, 20th-Fox branch manager. . . . George Pabst, co-owner, Blue Ribbon Pictures exchange, returned from New York where he attended a distributors' sales meeting on MGM's re-issued "world famous musical hits," which Blue Ribbon is handling here with new accessories, etc.

## PHILADELPHIA

The Howard, now the Howard Follies, an "adult art theatre," tried some live models in person. . . . Harry Koons, formerly with Stanley Warner, is now on the managerial staff of the Trans-Lux. . . . Petition was filed by national distributor Olympia Films, Los Angeles, for the return of two of the three prints of "The House On Bare Mountain" seized in recent raids on the Abbe Art, Walton Art, and Art Holiday. In the meantime, Judge Leo Weinrott held a super-secret screening of the film for which owner Edward Saretsky and his managers were arrested on an obscene exhibition charge. . . . Stanley Warner Theatres announced that United Artists-Cinerama's "It's A Mad, Mad, Mad,



Mad World" would open at the Boyd on a 10-times weekly policy on Dec. 19. . . . Warner Brothers exchange will hold a "branch manager's week" Dec. 1-7, with Bill Mansell urging exhibitors to make the period a solid Warner booking.

## ST. LOUIS

Ronald P. Krueger, representing the third generation of a St. Louis family of motion picture pioneers, has been chosen as president of the Wehrenberg Circuit here. He is the son of the late Paul Krueger who died last month. His grandfather Fred Wehrenberg founded the Circuit in 1905 with the Nickelodeon and many feature stories in this city have been written about the theatre family featuring his grandmother who used to play the piano while the film ran. In his own words Ronald Krueger was "born into the business. My earliest memories are of movies, talk

of movies and talk of the industry." He went to work in one of the theatres at the age of ten. He is a graduate of Westminster College; a past master counselor of De Molay; a member of the York-Rite and the Shrine; member Phi Kappa Psi Fraternity, N.A.C. and the Rotary. Wehrenberg Circuit owns six drive-ins and four indoor theatres. Drive-ins owned include: Ronnies, South Twin, 66, and North, in St. Louis; Sky-Vue, DeSoto and Fulton, Fulton, Missouri. Indoor theatres include the Savoy, and Michigan in St. Louis; the Melba, DeSoto and the Fulton, Fulton, Mo. Krueger's grandfather, Fred Wehrenberg was one of the founders of the TOA and of the MITO. The circuit, founded by Wehrenberg in 1905 was taken over by Paul Krueger in 1948. The company began expanding to drive-ins in 1946.

## SALT LAKE CITY

The Southeast held a showing of Walt Disney's "Fantasia" for the benefit of the Utah Symphony Orchestra. . . . The Intermountain Teachers' Convention here gave the school children a Friday holiday; and they packed the local theatres. . . . Warner Brothers are going to produce "The Long Flight" in the locale of Moab, Utah; and will employ approximately 450 local men as cavalymen and Indians. John Ford is producer-director.

## SAN ANTONIO

Lalo Gonzalez, known on the screen as "El Piporro" and Ismael Rodriguez, two of Mexico's top motion picture figures, were in the city heading a group of actors and technicians to film segments for a Spanish language movie. Gonzalez is currently Mexico's top money grosser in motion pictures. Rodriguez is an award winning director. This marks the first time a large portion of a Mexican filmed movie has been made on location out of that country. The film is titled "De Donde Vengo"—"Where Do I Come From?" It tells the story of a Mexican migrant worker coming for the first time to a U. S. city with a large population of Mexican descent. Co-starring with Gonzalez in the film is Marina Camacho. Jesus Sotomayor, producer, brought the complete technical staff from the Churubusco Studios of Mexico City. San Antonio sections used include the historic missions, San Antonio River, the Alamo and the Alameda theatre. The Alameda was the site for a party honoring the group. . . . The new addition to the North Star Mall will contain a Twin Cinema, tentatively set for a spring 1964 opening. It will be designed with two separate theatres both served by a common lobby. One will seat 600 people, while the other can accommodate 1,200. The theatre planning is Phase II in the North Star Mall, a shopping center, according to Ned Daniels, vice president of Community Research and Development Inc., of Baltimore, Md. It will be located in the east section of the mall and will be open every day, with continuous showings. . . . Antonio Ventura, a 17 year old youth was in fair condition at the Robert B. Green Hospital after being stabbed at the Fiesta Drive-In. He told police he was standing near the screen when he accidentally bumped into another youth. He said he and the youth quarreled briefly and the other boy pulled a knife and stabbed him in the abdomen after which the attacker fled. . . . G. S. McCreless, owner and developer of the McCreless Shopping Village, has revealed that a theatre will be part of a project costing \$11,500,000 which is to be added to the shopping center and housing development

in the southeast section of the city (which has no indoor theatre at the present time). . . . Big John Hamilton, local restaurant owner, has the biggest role to date in his career in "McLintock," the John Wayne film. He is seen in a fight scene and makes several other appearances. Chill Wills, Hollywood star, who is also in "McLintock" was in briefly to see Hamilton. . . . Renwicke Cary, columnist of the San Antonio Light asked his readers "How many different motion pictures would you suppose San Antonio moviegoers have to choose from each day?" The question covers all theatres, of course—the downtown houses, the suburban houses, the drive-ins and the houses showing Spanish language films. He pointed out that some theatres show double features and that at least one house has a triple feature policy. However, if the same movie is showing at two or three theatres on the same day, the film is to be counted only once. The answer is around 50 different pictures per day. . . . Frank Whisenant, manager of the Fredericksburg Road Drive-In, sponsored a special Halloween Party. . . . The El Paso County Mental Health Association sponsored a showing of "David and Lisa" at the Pershing, El Paso. Proceeds were to be used to improve care for the mentally ill in El Paso County. . . . Raul Gonzales and A. Villareal have opened the Texas at Bishop, Tex., for weekend showings. . . . Robert Dollenger was named temporary manager of the Mexia at Mexia, Tex., following the resignation of Ed Miller. . . . The Killeen Drive-In, Killeen, Tex., is to be closed and the site will be used for a shopping center.

## SEATTLE

T. O. McCleaster, 20th-Fox western division manager, was in the city from New York for a meeting with the Seattle exchange. . . . The Johnny Mathis Show was a Northwest Releasing Corp. event for a one-night appearance at the Opera House. . . . Victor Borge will be seen in person in his "Comedy in Music" at the Opera House Nov. 14 to 16. . . . The musical prize-winning "How to Succeed in Business Without Really Trying" has been moved from the Moore Theatre to the Music Hall for its three-week Seattle engagement next February. Jack Engerman and Zollie Volchok, Northwest Releasing, which has booked the event, report that the change was made to take advantage of extra seating at the Music Hall with its capacity of 2,260 as compared to the Moore's 1,600. These additional seats will permit lower ticket prices. . . . The Orpheum, after undergoing a \$150,000 remodeling, reopened. Refurbishing includes new seating, carpeting, drapes, decorating, and paint, as well as new projection equipment and sound system. The new interior colors are ivory, gold, and black. The stage used for road-show attractions has been permanently sealed off, and in its place a 55-foot screen extends from wall to wall with a gold Cycloramic curtain. The seating capacity has been cut from 2600 to 2200 to provide more knee and aisle space. Outside work included steam-cleaning of the marble in the outer lobby, replacement of the refreshment bar, and redesign of the theatre's electric sign. . . . The Bon Marche Department Store hosted its Ski Theatre Party at the Palomar, with tickets available at the door or in advance at the store. Ski movies, ski fashions, and skiing personalities were part of the program. . . . Seattle Repertory Theatre subscription seats for Saturday matinees have been sold out. The theatre's season begins with the productions of "King Lear" Nov. 13th and "The Firebugs" Nov. 14.

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia, Pa. 19130  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200

David E.

# BRODSKY

Associates

**THEATRICAL INTERIOR DECORATOR**  
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.  
**PAINTING • DRAPERIES • MURALS**  
**STAGE SETTINGS • WALL COVERINGS**

**PROGRESSIVE ELECTRIC  
CONSTRUCTION CO. INC.**

240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance



# REVIEWS

**The famous pink paper SAVEABLE SECTION in which Experienced Trade Analysts evaluate coming product**

Published every second week, as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all REVIEWS section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper SERVICE SECTION indexes to the past 12 months' product, and the alternating every second week pink paper REVIEWS, represent a unique Informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO NOVEMBER 6, 1963  
Vol. 70, No. 18

## AMERICAN-INT.

### Summer Holiday

MUSICAL  
100M.

American International  
(English-made)  
(Technicolor)  
(CinemaScope)

ESTIMATE: Lively musical treat for the younger set.

CAST: Cliff Richard, Lauri Peters, Melvin Hayes, Una Stubbs, Teddy Green, Pamela Hart, Jeremy Bulloch, Jacqueline Daryl, Madge Ryan, Lionel Murton, Christine Lawson, Ron Moody, David Kossoff, Wendy Barry, Nicholas Phipps, The Shadows. Produced by Kenneth Harper; directed by Peter Yates; executive producers, James H. Nicholson and Samuel Z. Arkoff.

STORY: Four London bus mechanics, led by Cliff Richard, win approval of their plan to outfit a London double-decker bus as a traveling hotel and tour the Continent. In France, they collide with a rickety old car containing a female singing group on its way to Athens. The girls accept the offer of a ride, and the bus heads across Europe to Greece. In Paris, they pick up a young boy hitchhiker, who turns out to be a famous singer, Lauri Peters, fleeing from a domineering and money-hungry mother, Madge Ryan. The youngsters have a great time in various countries, and Richard and Peters fall in love. Ryan gets on their trail and figures a false kidnapping charge against the boys should get her plenty of valuable publicity. The bus finally makes it to Athens, and the boys are arrested on Ryan's charge. The bus tour, however, has captured the fancy of everyone, and the British Embassy comes to their rescue. It looks like Richard is about to become a travel tycoon, so Ryan okays his marriage to Peters. Other members of the troupe also pair off romantically, and everyone is happy.

X-RAY: The music and color are all in this carefree entry from England, and the younger set should have a real ball. Richard is supposed to be England's answer to Presley, and with the right kind of a break, he could repeat his fabulous English success here. The boy has talent, and the rest of the cast is suitably exuberant as well. Songs and dances are good fun even if a few are stretched past the point of maximum returns. Color is good, and scenic backgrounds impressive. The story isn't much, but who needs a story so long as the beat is there. In this one, the beat is there, but good. Screenplay by Peter Myers and Ronald Cass.

AD LINES: "It's The Craziest Four-Way Love Affair That Ever Shook Up The Folks Back Home"; "The French Had A Reputation For It . . . The Greeks Had A Word For It . . . These Kids Have The Yen For It."

Complete back seasons of these pink reviews sections are available to subscribing theatres at \$1.30 per set.

## COLUMBIA

### The Victors

DRAMA  
175M.

Columbia  
(Filmed abroad)

ESTIMATE: Provocative and unusual entry of much merit.

CAST: (In order of appearance) George Hamilton, George Peppard, Eli Wallach, Vincent Edwards, Rosanna Schiaffino, James Mithcum, Tutte Lemkow, Maurice Ronet, Joel Flateau, Jeanne Moreau, Romy Schneider, Michael Callan, Peter Fonda, Melina Mercouri, Mervyn Johns, Albert Lieven, Marianne Deeming, Senta Berger, Elke Somner, Albert Finney. Produced, directed, and written by Carl Foreman.

STORY: The camera picks up a squad of American soldiers marching, fighting, resting, and loving their way through Italy, France, and finally Germany. As time passes, the number remains the same, but only because replacements fill in for those wounded or killed. There are romantic moments as some of the men become involved with the women of the various countries, and there are touching ones when children and animals cross the paths of the soldiers. Time and men march on until eventual victory is declared, and Germany becomes a land that is both conquered and divided, with the Russians setting the pattern for the period that is to follow.

X-RAY: History and realism have been combined here, and the result is a story of ordinary soldiers in war as well as of civilians, including young and pretty women, children, and even animals. Much of it isn't pleasant, but then neither is war. Millions of ex-GI's will go through pangs of remembrance as the past is recalled for them. The grim trudge through time and country abroad is brightened now and again by newsreel clips, which serve not only to set the time of the action but also to lend a semi-documentary air to the proceedings. The usual combat experiences in fictional wars are missing—as a matter of fact viewers rarely get to see the enemy. The unusual is present, and it will not soon be forgotten. The entry and its incidents are disturbing, and much discussion, both pro and con will result, which should be an influencing factor from a business standpoint as many will turn out to see what all the shouting is about. Some viewers are going to complain about the length, but then World War II was a long one. The cast is universally good, and the direction and production are both uncommon and competent. The film is not to be taken lightly, and may become a classic of the period, much as "All Quiet On The Western Front" did in the World War I era. The film script is based on the semi-autobiographical tales of Alexander Baron's "The Human Kind."

TIP ON BIDDING: Higher rates or depending on individual situation.

AD LINES: "War Is Hell. . . 'The Victors' Prove It In An Unusual Film Event"; "Young Men Go From War To Women To War . . . These Are 'The Victors'."

## WARNERS

### Palm Springs Weekend

COMEDY DRAMA  
100M.

Warners  
(Technicolor)

ESTIMATE: Program entry has angles for teens and others.

CAST: Troy Donahue, Connie Stevens, Ty Hardin, Stefanie Powers, Robert Conrad, Andrew Duggan, Jack Weston, Carole Cook, Jerry Van Dyke, Zeme North, Bill Mumy, Dorothy Green. Produced by Michael A. Hoey; directed by Norman Taurog.

STORY: Easter Week in Palm Springs, Calif., means an invasion by college youngsters seeking fun. This means headaches for police chief Andrew Duggan, but fun for his daughter, Stefanie Powers. Among the newcomers are members of a college basketball team captained by Troy Donahue and shepherded by coach Jack Weston. The student manager is Jerry Van Dyke. Another on the bus is Connie Stevens, high school student from Hollywood posing as a wealthy college girl. She is picked up by Robert Conrad in a snazzy convertible, a gift from an absentee father, who has little interest in his son. Conrad baits Texan Ty Hardin, who works in Hollywood as a stunt man, into a race, and when he is turned down, he forces Hardin off the road. Stevens checks into a motel run by Carole Cook, who agrees to let her share a room in return for baby sitting with her boy, Bill Mumy. Her roommate is Zeme North, who winds up caring for the boy while Stevens steps out. A party is invaded by town hoodlums, and a fight results in all being brought down to jail, after which they are released. Powers is forbidden to see Donahue again although they seem to be falling in love. When Conrad tries to force romance on Stevens and she objects, Hardin beats him and warns him to stay away from her. Conrad tries to get even by sideswiping Hardin's car, and the latter is injured, after which Conrad runs off. Donahue gets him aid, and he'll pull through. Conrad gives himself up, hoping to embarrass his father into paying attention to him. Stevens visits Hardin in his hospital room and confesses all. The two agree to see each other again. When the week is over, Donahue asks Powers to wait for him, and things settle down until next Easter.

X-RAY: This is another treatment on the Easter week madness or fun sought by college boys and girls, and it makes up as a colorful entry for the program, with special appeal for the teens and younger set because of the cast, music, romance, dancing, etc. There are some bits of fluff for mom and dad as well, should they happen along. The story is pretty loosely constructed and a little on the long side, while performances are adequate, and direction and production are okay. The use of color and actual location shooting provides an assist. Earl Hamner, Jr., wrote the screenplay, and there is a song, "Live Young," sung by Troy Donahue.

TIP ON BIDDING: Program rates.

AD LINES: "College Fellers And Gals Go Looking For Fun And Romance During Easter



Week Recess"; "This Weekend Is A Real Blues Chaser For Young And Old Alike."

## MISCELLANEOUS

### Bell, Bare And Beautiful

NOVELTY  
64M

Griffith Productions  
(Eastman Color)

ESTIMATE: Nudie novelty has Bell name.  
CAST: Virginia Bell, Thomas Sweetwood, Joy Hodges, Sunny Dare, Dave Friedman, Al Golden, Roland Porter, Harry Shurgin, L. C. Griffith, Ben Melton, Jerome Eden, Craig Maudslay, Jr., Huntington Hall, Cindy Craig, Sheryl Nichols, Barbara Taylor, Fraiah Payne, Joyce Lewis, Sandra Sinclair. Produced by Davis Freeman; directed by Lewis H. Gordon.

STORY: Youthful millionaire Thomas Sweetwood is bothered by a persistent dream of a beautiful girl whom he does not know. An analyst, in an effort to help him, joins in the search, which leads to burlesque star Virginia Bell. The chase leads Sweetwood to Miami, where he catches up with Bell, who he learns is under the domination of racketeer Dave Friedman, whose hold over her is a large and unpaid loan which he has given her father. Sweetwood finally sees Bell in a nudist camp. He repays the loan to Friedman, who sends one of his henchmen to get the note back. Sweetwood, however, overpowers the gunman and turns him over to the police. Sweetwood and Bell, deeply in love, plan to marry.

X-RAY: This nudie effort is pretty bad, mainly because Virginia Bell, the gal with the almost unbelievable 48-24-36 statistics, is such a poor actress. She photographs poorly and looks almost freakish in her strip specialty. Her speaking voice is not so hot. The picture certainly takes its own sweet time in reaching the nudist colony sequences, which were shot at Spartans' Tropical Gardens, Miami, Fla. The story is barely an idea to support the nude scenes. The screenplay is credited to Leroy C. Griffith. For the exploitation spots and fast buck houses, this may get by with stronger supporting fare. It's for adults, of course, and to give you an idea of its economical production, Dave Friedman, who plays the gangster, used to be a candy butcher in burlesque houses. The color is passable.

AD LINES: "Can A Burlesque Queen Find True Happiness In A Nature Camp?"; "From The Runways To The Sunrays."

### Gone Are The Days

COMEDY DRAMA  
97M

Hammer Bros.

ESTIMATE: Satire on integration for limited market.

CAST: Ruby Dee, Ossie Davis, Sorrell Booke, Godfrey Cambridge, Hilda Haynes, Alan Alda, Beah Richards, Charles Welch, Ralph Roberts. Produced and directed by Nicholas Webster.

STORY: Self-ordained Reverend Ossie Davis returns to his home territory in Georgia with Ruby Dee to obtain a barn and turn it into an integrated church. He needs \$500 to accomplish this, and he hopes to get it from Sorrell Booke, white master and owner of practically the whole county, who is holding the money in legacy form for Davis' cousin. The latter is dead, and Davis hopes to pass off Dee as the cousin. They stay with Davis' sister, Hilda Haynes, and brother-in-law Godfrey Cambridge on Booke's plantation. Booke is suspicious and refuses to part with the money, but his son, Alan Alda, wants to help because he believes that all men are created equal. With trickery and other methods, Davis eventually does get the barn, and it opens as a church. The first integrated service is the funeral of Booke, an occasion of joy.

X-RAY: Actor Ossie Davis seems to have lots of fun playing the lead in this Ossie Davis screenplay, fashioned after an Ossie Davis play, "Purlie Victorious." The balance of the nearly all-Negro cast seems to get a charge out of the broadly-assayed roles and dialogue that pokes fun at the south and its established customs and pushes on for integration. A wisp of a story ties it all together, and there are some funny moments. Direction and production are suitable. It would seem that acceptance will come more in the art spots and theatres catering to Negroes than elsewhere.

AD LINES: "A Hit Play Is An Even Better Motion Picture;" "The Old Plantation Really Rocks When The Reverend And His Girl Come For A Visit."

## FOREIGN

### Chushingura

DRAMA  
105M.

Toho  
(Japanese-made)  
(Color)  
(English titles)

ESTIMATE: Colorful entry for art spots.

CAST: Koushiro Matsumoto, Yuzo Kayama, Chusha Ichikawa, Toshiro Mifune, Yoko Tsukasa, Setsuko Hara, Tatsuya Mihashi, Yousuki Natsuki, Ichiro Arishima. Executive producers, Sanzumi Fujimoto, Tomoyuki Tanaka, Hiroshi Inagaki; directed by Hiroshi Inagaki; a Toho Co. Ltd. production.

STORY: The nobles in Edo in 1701 are preparing to welcome the messengers from the Imperial Court, and lord Yuzo Kayama is appointed to head the reception. Lord Chisha Ichikawa, an authority on the rites and rituals, refuses to assist him because he was not been given appropriate gifts, and he harasses Kayama at every turn. Kayama can take no more finally and wounds Ichikawa with his sword in the castle where drawing a weapon is a capital offense. When the news reaches Kayama's castle, his chief retainer, Koushiro Matsumoto, plans revenge on Ichikawa, slowly working out a plan which draws all of his faithful Samurais to Ichikawa's castle. They launch a surprise attack, killing him and others who resist. They then go on to their doom, knowing they must pay for their revenge even though it is justified.

X-RAY: Once again from Japan comes a story of the Samurais, those faithful and brave warriors, which is again well-done, expressive, and colorful. Pacing is a bit different and so is the subject matter, which may please art house patrons, who are always on the lookout for the unusual, which this import seems to be. While it is on the long side, still interest is maintained, performances are good, and direction and production are capable. The use of color is a definite asset in the presentation. The screenplay is by Toshio Yasumi.

AD LINES: "A Rousing Adventure Tale Of The Japan Of Yesteryear;" "A Thrilling And Colorful Tale Of Men Of Action."

### Julie, The Redhead

COMEDY  
100M.

Shawn International  
(French-made)  
(English-titles)

ESTIMATES: Amusing import.

CAST: Pascale Petit, Daniel Gelin, Rene-Louis Lafforgue, Marge Lion, Liliane Patrick, Jocelyne Darche. Directed by Claude Boissol; co-produced by Georges Glass (Films Matignon)—Metzger and Woog.

STORY: Daniel Gelin, an aspiring painter, leaves his provincial home to lead an artist's life in Paris with his model-mistress, Pascale Petit. When he sends word home that he wants to marry her, his father comes to town and convinces him to come home and marry a local heiress to a nail factory, leaving Petit

brokenhearted. He has a son, also Gelin, and the business prospers. He offers to let his son do anything he pleases, remembering his own youth, but the youngster Gelin only wants to get into nails. The family is shocked when the elder Gelin dies and leaves a share of the nail factory to Petit. The latter has died, but a niece, also Petit, is entitled to her aunt's share. Gelin tries romancing her to gain the share in the factory, but he finds that it will only be accomplished through marriage. When this is accomplished, she reveals that she hates him and will make life miserable until he divorces her and turns over the entire factory to her. There is constant bickering. Until one big blow-up has both of them fed up. Realizing that they are in love with each other, they are finally happy.

X-RAY: There are some amusing bits and pieces here that have a definite Gallic flavor, and art house audiences should get a charge out of the lightweight plot, good performances, and standard direction and production values. Gelin and Petit make attractive leads, receiving able support from the others. The screenplay is by Paul Andreota and Claude Boissol.

AD LINES: "She Captivated All The Men"; "The Gal Who Could Make Paris Swoon."

### Muriel

DRAMA  
115M.

Lopert  
(French-made)  
(English titles)  
(Eastman Color)

ESTIMATE: Puzzling import strictly for art set.

CAST: Delphine Seyrig, Jean-Pierre Kerien, Claude Sainval, Laurence Badie, Jean Champion, Jean Daste, Martine Vatel, Jean-Baptiste Thieree, Nina Klein. Produced by Anatol Dauman; directed by Alain Resnais.

STORY: Delphine Seyrig, who lives in a French port city and sells antiques from her apartment, stays with her step-son, Jean-Baptiste Thieree, who since his return from the Algerian war is haunted by the memory of Muriel, a girl he met there. Seyrig has a devoted lover, Claude Sainval, who runs a demolition company, and he helps her in her trade. Seyrig wonders about her first love of 16, Jean-Pierre Kerien, who was separated from her by the confusion of World War II. She learns where he is and writes, asking him to come for a visit. He arrives accompanied by a 20-year-old actress, his mistress Nina Klein, whom he introduces as his niece. Other characters wander in and out from the past of Thieree and Kerien, with Thieree finally shooting a friend, who evidently was involved with the mysterious Muriel.

X-RAY: A colorful conglomeration of moods, unconnected bits and pieces, romance, drama, and even home movies within the film are to be found here. A few times, the story starts to make sense, and then its makers go off on a number of tangents and viewers become puzzled again. It emerges as one long puzzlement, which may have something to offer the arty and the seekers of the different. Jean Cayrol gets credit for the screenplay. The cast is good, and the production values are adequate, while the direction is off-beat, to say the least.

AD LINES: "A Unique And Different Film Experience"; "An Experiment In People And Emotions."

### A Pair Of Briefs

COMEDY  
90M.

Davis  
(English-made)

ESTIMATE: Satisfactory English comedy laughs at lawyers.

CAST: Michael Craig, Mary Peach, Brenda De Banzie, James Robertson Justice, Roland Culver, Liz Fraser, Ron Moody. Produced by Betty E. Box; directed by Ralph Thomas.



**STORY:** Young lawyers Michael Craig and Mary Peach take a mutual dislike to each other that is only reinforced when they discover that they are both employed in the law office of Peach's uncle, Roland Culver. They both are desperate in their desire to obtain briefs, with Craig forced to devote most of his time to cases involving faulty plumbing. Obviously wealthy Brenda De Banzie changes into dowdy clothes, adopts a cockney accent and goes calling on objectionable Ron Moody, surprising him in the company of flashy girl friend Liz Fraser. She claims Moody is her long-lost husband, which he denies. She takes the case to court and Peach gets the brief. Craig, jealous, manages to get the brief representing Moody. The two attorneys clash in the court of James Robertson Justice, frightening in his contempt for young lawyers. De Banzie loses her case as the judge rules she and Moody were never married. Craig is suspicious, even though he has won. He follows De Banzie back to her hotel, where he discovers that she wanted to lose the case so that her new marriage to a very rich and influential husband would be legal. If Moody knew of her wealth, he would have caused much trouble. Because Craig stood up for Peach, who was attacked by Justice for her incompetence, both youngsters are in professional trouble. However, they tell Justice De Banzie made a fool out of him, and so he decides to let the matter rest. Craig and Peach have also discovered each other romantically.

**X-RAY:** The fine English repertory comedy company, which has the same wonderful characters showing up in film after film, led by James Robertson Justice, is now having a few laughs at the expense of the legal profession. It's all in good fun and perhaps not as potent as other comedies made in a similar vein. However, the net result is enjoyable, and houses which have enjoyed success with these mild English laugh-getters should find this to their patrons' liking as well. Craig and Peach are a personable romantic pair, and De Banzie delivers a fine portrayal. Others are good, with the ever-present Liz Fraser in one of her patented bad girl roles. Screenplay by Nicholas Phipps.

**AD LINES:** "The English Laugh At Lawyers . . . And The Law Will Never Be The Same"; "Laughs And Love As A Pair Of Courtroom Cut-Ups Turn The Law Upside Down."

## Resurrection

DRAMA  
148M

Artkimo  
(Russian-made)  
(English titles)

**ESTIMATE:** Impressive rendition of Tolstoy novel.

**CAST:** Tamara Syomina, Yevgeni Matveyev, Pavel Massalsky, V. Kulakov, V. Bokarev. Directed by Mikhail Schweitzer. Mosfilm Studios Production.

**STORY:** As Tamara Syomina is being tried in court for having poisoned and robbed a wealthy merchant, Prince Yevgeni Matveyev looks on and recalls that 10 years earlier, when he was a dashing army officer visiting his aunts, they met, and Syomina fell in love with him, permitting him to seduce her. The adventurous life made him forget her, and when the aunts learned that she was pregnant, they sent her away. The baby died shortly after birth, and she slipped into the life of a prostitute. When she is found guilty and sentenced to four years at hard labor, he is swept by remorse, feeling that he is to blame for her situation. He tries to get the verdict repealed, meanwhile seeing her and trying to reassure her that he still cares. Pridefully, she rejects his proposals of marriage as he tries to make her prison life easier. He eventually does get the sentence mitigated, and he goes to Siberia to tell her and ask her again to come away with him. She has met fine and intelligent people in prison and has become attached to one of these, with a new life awaiting her as a result.

**X-RAY:** This novel by Leo Tolstoy has sweep, scope, and drama, as well as a love story beset by difficulties. Art house patrons may like what they see though the entry is a bit on the long side. The characterizations are quite good, and the direction and production are impressive. A number of scenes utilizing hundreds of people leave their mark on viewers. The screenplay is by Yevgeni Gabilovich and Mikhail Schweitzer.

**AD LINES:** "A Great Novel Makes For An Unusual And Dramatic Film;" "A Powerful Drama By Leo Tolstoy."

## The Sound Of Trumpets

DRAMA  
90M.

Janus  
(Italian-made)  
(English titles)

**ESTIMATE:** Interest-filled import.

**CAST:** Loredana Detto, Sandro Panzeri. Directed and written by Ermanno Olmi, Titanus—24 Horses Production.

**STORY:** Sandro Panzeri, with three years of high school, is sent to the big city from his home in the suburbs to take an examination for a clerical job with a large company. He does so with other candidates, among them Loredana Detto. They become acquainted during an intermission and hope to see each other should they receive an appointment. They pass and are given appointments, but rarely see each other since he becomes an office boy to await an opening in one area, and she is taken on as a typist in another section. He waits for her but misses her often. He hopes that she will attend the company-sponsored New Year's party but she doesn't make it, and he has a good time anyway once the ice is broken. When a clerk dies, Panzeri is made a clerk and given a desk and a job which, he is assured, is good for a lifetime.

**X-RAY:** This entry relates the experiences of a young man in search of his first job with a large industrial organization in Milan, and it has a simplicity about it that is refreshing and commendable. The only terrors found here are those faced by young Sandro Panzeri, who fearfully faces the world away from home and family. The use of non-professionals in the majority of the parts adds to the naturalness of the entry, which won the Grand Prize at the London Film Festival and the Critics Prize at the Venice Film Festival. The acting, direction, and production values are competent, and it should be well received by the art house set.

**AD LINES:** "A Boy Grows Up And Faces The World Of Reality;" "An Unusual Type Of Adventure Story—One That Is Faced By Every Young Man And Woman."

## The Steppe

DRAMA  
100M.

Royal Films International  
(Eastman Color)  
(Italian-made)  
(English titles)

**ESTIMATE:** Good import for the art spots.

**CAST:** Charles Vanel, Chistina Gajoni, Daniel Spallone, Narina Vlady, Pavlo Vuisic, Pero Kvrjic, Michele Bally. Produced by Morris Ergas; directed by Alberto Lattuada.

**STORY:** Young Daniel Spallone leaves his mother and their isolated village in the Russian steppe for a long trip to the city where he is to attend school. He is placed in the care of his uncle, Pavlo Vuisic, and is accompanied by aged priest Charles Vanel. The boy becomes homesick, but there is little he can do about this so he goes along, bewildered by the adults and their conversations. When the uncle meets his wagon train bearing merchandise to be sold, he turns over the boy to the wagon drivers while he speeds ahead in the lighter carriage. The wagons travel slowly, and during that time, Spallone gets to know some of the drivers. He is a party to some of their adventures or at least a spectator. There are swimming sessions,

celebrations in town, drivers becoming sick, one having an impromptu romance with a pick-up, etc. They are caught by a storm, and when it is over, the soaked boy becomes ill. They meet with his uncle, and the lad is given the best of care. When he recovers, he is well on his way towards growing up.

**X-RAY:** This import is absorbing and interesting much of the time, as well as colorful and different, which is part of its charm. Then, too, the angle of a youngster getting the feel of life in the world away from home is another plus factor in the presentation. The performances are fine, and direction and production are good, while the color photography is excellent at times. Art house patrons should be pleased with what they see. The screenplay is based on the novel by Anton Chekhov.

**AD LINES:** "A Famous Literary Work Becomes An Absorbing Film;" "A Great Adventure Treat."

## The Suitor

COMEDY  
83M.

Atlantic Pictures  
(French-made)  
(English titles)

**ESTIMATE:** Amusing import.

**CAST:** Pierre Etaix, Laurence Ligneres, Claude Massot, Denise Perronne, Karin Vesely, France Arnell. Produced by Paul Claudon; directed by Pierre Etaix.

**STORY:** Pierre Etaix, a young bachelor, leads an isolated existence at the home of his parents, interested in matters scientific, charts, and problems. The parents are becoming both tired over Etaix not getting married, and they convince him that there are girls in the world. He decides to find out about girls but first proposes to Swedish maid Karin Vesely, who doesn't understand French. Not getting an answer, he ventures out and encounters a variety of girls, but falls in love with a television singer whom he tries to meet. When he finally does get backstage, he finds that she is married and has a grown son. Disillusioned, he returns home. Vesely decides to return to Sweden after having learned French, and she bids Etaix farewell. After she leaves, he learns that she has accepted his proposal of marriage, but since he didn't answer, she left. He tries to catch her at the railroad station, and all seems well as the end comes.

**X-RAY:** A simple bachelor learns that there are girls in this world, and his efforts to romance them are funny and sometimes hilarious. The director efficiently uses a number of gimmicks and effects to heighten the story, which should provide lots of amusement for the art set. Performances are cute, and direction and production are good. The silent film era seems a source for some of the humour, as far as movement and situations are concerned. Screenplay is by P. Etaix and J. C. Carriere.

**AD LINE:** "One of the Funniest Imports in Years;" "All Of A Sudden He Discovered There Were Girls In The World—Look Out."

## Two Nights With Cleopatra

COMEDY  
80M.

Ultra Pictures  
(Italian-made)  
(Dubbed in English)  
(Color)

**ESTIMATE:** Farce has Loren name and little else.

**CAST:** Sophia Loren, Alberto Sordi, Ettore Manni, Paul Muller, Rolf Tasna, Alberto Talegalli, Nando Bruno, Gianni Cavalleri, Carlo Dale, Riccardo Garrone. Directed by Mario Mattoli.

**STORY:** Sophia Loren (Cleopatra) romances her guards and then has the lucky fellows killed. New guard Alberto Sordi can't understand why all the other lads are willing to let him guard the Queen's chambers. Loren  
(Continued on page 5108)



# ALPHABETICAL GUIDE TO 72 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

## A

All The Way Home—103m.—Para. ....5095  
Any Number Can Win—111m.—MGM .....5102

## B

Beauty And The Beast—77m.—UA .....5095  
Bell, Bare and Beautiful—64m.—Misc. ....5106

## C

Captain Newman, M.D.—126m.—U .....5103  
Cardinal, The—175m.—Col. ....5101  
Castilian, The—103m.—WB .....5099  
Charade—114m.—U. ....5095  
Chushingura—105m.—For. ....5106  
Clown And The Kid, The—66m.—UA. ....5091  
Condemned Of Altona, The—114m.—Fox .....5090  
Conjugal Bed, The—90m.—Emb. ....5094  
Court Martial—82m.—UA .....5098  
Creation Of The Humanoids, The—75m.—Misc. ..5099  
Cry Of Battle—99m.—UA .....5097

## D

Daughter Of The Sun God—75m.—Misc. ....5103

## F

Fantasia—117m.—BV—RE. ....5097  
Farewell To Arms, A—Re.—123m.—Fox .....5090  
French Game, The—86m.—For. ....5103

## G

Gone Are the Days—97m.—Misc. ....5106  
Gun Hawk, The—92m.—AA .....5097

## H

Haunted Palace, The—85m.—A-1 .....5089  
Heavenly Bodies—60m.—Misc. ....5092  
Hootenanny Hoot—91m.—MGM .....5089  
Hot Money Girl—81m.—For. ....5103  
Householder, The—100m.—For. ....5103

## I

Incredible Journey—80m.—BV .....5101  
In The French Style—105m.—Col. ....5093

## J

Johnny Cool—101m.—UA .....5091  
Julie, The Redhead—100m.—For. ....5106

## L

La Poupee—90m.—For. ....5096  
Lord Of The Files—90m.—For .....5092

## M

Maniac—86m.—Col. ....5101  
Mary, Mary—126m.—WB .....5091  
My Life To Live—85m.—For .....5100  
Mill Of The Stone Women—94.—For. ....5104  
Monstrosity—67m.—Misc. ....5099  
Muriel—115m.—For. ....5106  
My Son, The Hero—111m.—UA .....5095

## N

New Kind Of Love, A—110m.—Par. ....5090

## O

Of Love And Desire—97m.—Fox .....5090  
Old Dark House, The—86m.—Col. ....5102

## P

Pair of Briefs, A—90m.—For. ....5106  
Palm Springs Weekend—100m.—WB .....5105  
Promises! Promises!—75m.—Misc. ....5096

## R

Reach For Glory—89m.—Col. ....5093  
Resurrection—148m.—For. ....5107  
Running Man, The—103m.—Col. ....5094

## S

Siege Of The Saxons—85m.—Col. ....5089  
Small World Of Sammy Lee, The—105m.—For ...5092  
Sound of Trumpets, The—90m.—For. ....5107  
Square Of Violence—113m.—MGM .....5098  
Steppe, The—100m.—For. ....5107  
Stolen Hours—100m.—UA .....5098  
Suitor, The—83m.—For. ....5107  
Summer Holiday—100m.—A-1 .....5105  
Sword In The Stone, The—75m.—BV .....5097

## T

Take Her, She's Mine—98m.—Fox .....5102  
Terror, The—81m.—A-1 .....5093  
Third Of A Man—80m.—UA .....5091  
3 Stooges Go Around The World In A Daze, The—  
94m.—Col. ....5089  
Thunder Island—65m.—Fox .....5098  
Tom Jones—113m.—UA .....5100  
20,000 Leagues Under The Sea—127m.—BV—RE .5098  
Twice Told Tales—119m.—UA .....5099  
Twilight Of Honor—104m.—MGM .....5094  
Two Nights With Cleopatra—80m.—For. ....5107

## U

Under The Yum Yum Tree—110m.—Col. ....5098

## V

Victors, The—175m.—Col. ....5105

## W

Walleyed Nippon—90m.—For. ....5104  
Wheeler Dealers, The—106m.—MGM .....5094

## X

X—The Man With The X-Ray Eyes—80m.—A-1 ..5093

## Two Nights With Cleopatra

(Continued from page 5107)

decides to visit Ettore Manni (Marc Antony), and arranges for a peasant girl (also Loren) to take her place so no one will know she has left the palace. The false Queen and Sordi get along swimmingly, and he rejoins his unit in the morning. They are amazed that he has survived a night with Cleopatra. The real Queen returns and locks her double in a dungeon to preserve her secret. Sordi returns

and is mistaken for a spy by the Queen. In an effort to seduce him of his secrets, the Queen gets roaring drunk. Sordi learns of the double, and goes to rescue his real love. After considerable political intrigue, he succeeds in having Loren II released and the real villain imprisoned. True love wins again.

X-RAY: If this sounds confused, that is because it is. Not too many will take the trouble to puzzle it out either. They may chuckle at Sordi, who deserves a better script to show off his talent. They may also gape occasionally at Loren, who certainly has the anatomic

credentials to portray the Queen of the Nile. It is not any worse than most so-called action spectacles from Italy, but it is not much better either. It does have Loren and that undoubtedly will make a difference, although it is obvious that she made this some time before she hit as a big international star. It's got color. Screen play is by Nino Maccari and Ettore Scola, and it is to be hoped that these gentlemen have lived it down by now.

AD LINES: "The Bawdiest, Craziest Comedy-Romp In History"; "Cleopatra's Brazen Sex-Life Revealed."





NOVEMBER 6, 1963 SECTION THREE  
Vol. 70, No. 18

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit compoigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## National General Gets Upbeat Plug in Hollywood Newspaper

The upbeat articles about motion picture exhibition in Southern California continue to appear.

The following is publisher Dave Heyler's page one column in recent editions of the Hollywood Citizen News:

"The National General Corporation, whose main office is in Beverly Hills, and which operates a circuit of 220 theatres . . . is not disturbed or worried about your and my staying home and looking at TV!

President Eugene V. Klein recently announced an expansion program which will build 50 brand new conventional and drive-in theatres.

Their newest is the luxurious \$350,000 Fox Northridge Theatre for Northridge-Granada Hills viewers.

They recently opened a new movie house in Thousand Oaks, near the Valley, along with San Jose, Palo Verdes and Albuquerque, and one will open in Orange County next February.

Vice President Robert W. Selig stated:

'Mass growth and population movement in the Western states today have created a tremendous need and opportunity for new motion picture theatres. The future of motion picture exhibition is brighter than ever. We have great faith in this business which accounts for 25 per cent of the leisure and entertainment time of the average American.'

I guess we in the motion picture and newspaper business don't have to worry too much about TV and radio putting us out of business for a while!"

## For The Co-Ed Students

More than 3,500,000 students registered at 170 top colleges and universities throughout the U. S. will be exposed through their campus newspapers to a Columbia Pictures advertising campaign designed to pre-sell the Frederick Brisson-David Swift comedy, "Under the Yum Yum Tree," to the co-eds of the nation.

Kick-off for the campaign will be a large, lighthearted text-and-pictures ad written in campus language and entitled "From Campus to Campus—from Coast to Coast—They All Love That Yum Yum." The text describes the film, the rollicking plot situation and the visual scope of the riotous new comedy, humorously clarifying for the college student readership that the film is released by "Columbia Pictures, not Columbia University."

According to Robert S. Ferguson, Columbia Pictures vice-president in charge of advertis-

## Fox Gives "Take Her, She's Mine" Blockbuster Merchandising Effort



Admiring lobby display for 20th-Fox's "Take Her, She's Mine" are, left to right, Joseph M. Sugar, Fox vice-president in charge of domestic sales; Cy Londner, Skouras Circuit; and Max Fried, of J. J. Theatres, New York. Occasion was meeting at Fox home office for New York area exhibitors to survey merchandising program for the comedy.

## Fashions For "Empire"

Bronston Distributions, Inc. has retained the Margaret Hodge Company to handle fashion merchandising and tie-ins on Samuel Bronston's "The Fall of the Roman Empire."

She is noted within her field for having produced some of the most effective fashion tie-in promotions for motion pictures.

ing and publicity, the ad campaign is being carried out extensively in colleges located in all the major markets where penetration engagements for "Under the Yum Yum Tree" are currently scheduled prior to Thanksgiving college holidays.

Included among the 170 universities are: Yale; Harvard; Columbia (University not Pictures); University of Pennsylvania; Ohio State; University of Wisconsin; NYU; Howard; Wayne State; City College of New York; Boston University; University of Chicago; Georgia Tech; University of California; Stanford; U.S.C.; Los Angeles City College; and others.

Twentieth Century-Fox unveiled its blockbuster merchandising campaign for "Take Her, She's Mine," describing it to a meeting of New York area exhibitors as the prototype "theatre-level selling program" that would characterize promotion in the future of the company's major attractions.

The romantic comedy, starring James Stewart, and Sandra Dee, will be launched in the New York area November 13 at the Criterion and Premiere Showcase theatres.

The highlight of the merchandising survey, presided over by Jonas Rosenfield, Jr., vice-president and director of advertising-publicity-exploitation, was the presentation of a packaged merchandising program for local use and valued at more than \$5,000 per theatre. The package, blue-printed for the New York campaign, is in most respects readily adaptable for other situations, it was emphasized.

Rosenfield noted that while distributors have often been critical of theatremen for not getting behind pictures with enough promotional muscle, distributors themselves "have too often failed to give exhibitors the practical, meaningful materials to enable a successful promotion." With "Take Her, She's Mine," he declared, "we are packaging the sort of merchandising program and leadership that Fox intends to give exhibition hereafter." And he added: "It is the type of merchandising that represents in effect an additional star for theatres."

Other speakers at the session were Joseph M. Sugar, vice-president in charge of domestic sales; Abe Goodman, advertising director; William H. Schneider, creative advertising consultant; Jerry Berger, member of the Fox staff in charge of special events; and Mrs. Margaret Twyman, community relations director for the Motion Picture Association of America.

Spearheading the merchandising package for the Premiere Showcase engagement is a tie-in with Ingenue magazine, which has selected the film as its Merit Award Motion Picture for December. The publication, which is mailing 5,000 news releases of its award to high school editors and faculty supervisors throughout the country, is making available a total of 500,000 "Take Her, She's Mine" cosmetic kits, valued at half a million dollars, containing an array of perfumes and cosmetics from prominent manufacturers, along with a tips-for-teens booklet. The kits will be provided for distribution in each key situation

(Continued on page EX-544)



# Stewart-Everett Circuit Launches \$4,000 Contest Drive For Managers

Stewart and Everett Theatres, Inc., Charlotte, N. C., recently held a two-day meeting at the Anchor Inn Restaurant and Travelodge Motor Inn attended by managers from the entire circuit of 75 theatres.

Charles B. Trexler, president of the company, presided over the sessions; and participants and speakers were L. R. Gilland, Jr., vice-president and film buyer; Charles H. Jones, western district manager; W. W. Cunningham, Jr., eastern district manager; Robert C. McArtan, concession supply manager; and E. M. Marks, advertising manager.

At the meeting, the most ambitious managers' contest in the history of the company with \$4,000 in prizes was announced. This is the Showman's Holiday Contest from Nov. 10, 1963, to Jan. 4, 1964, and Showman's Bonus Drive, which runs from Jan. 5, 1964, to Feb. 1, 1964.

The Showman's Holiday Contest will run for a period of eight weeks and will determine the winners of three valuable prizes. The momentum from the eight week period will be carried on into the four week Showman's Bonus Drive to determine the grand prize winner.

The contest and drive will be based on a weekly quota assigned to each town or theatre. Quotas will include both box office receipts and concession sales. Weekly business will be related to the quota assigned to each town prior to the starting of the contest on Nov. 10. Each manager may begin immediately to make preparations for the contest period and should begin to put into effect business building activities to achieve the best beginning possible for the contest.

During the Showman's Holiday phase of the contest, a one percentage point bonus will be accumulated for each week the contestant exceeds quota. It will be possible to accumulate as many as eight percentage points if quota is exceeded for each of the first eight weeks of the contest. These bonus points earned will be applied to the total results obtained during the four week Showman's Bonus Drive period to determine the final figure to be used against quota. For example, if a contestant exceeds the assigned quota for each of the first eight weeks, this contestant will be given eight percentage points as a bonus to be applied against actual results for the four week Showman's Bonus Drive period. If the contestant produces \$5,000 for the four week period, his earned eight percentage bonus points would mean that \$400 would be added to his gross for a total of \$5,400. If the contestant exceeds quota only two weeks of the eight week period, he would earn only two bonus points which would be applied to the gross during the four week period and in the example cited above, the two bonus points would mean that \$100 would be added to his gross for a total of \$5,100. The winners will be determined by those attaining the highest percentage of assigned quotas. Bonus points will not be counted until the last week of the Bonus Drive.

Weekly percentage standings will not be issued during the contest. Weekly bulletins will be issued listing alphabetically contestants above and below quota. Winners of the eight week Showman's Holiday Contest will be announced as soon as possible after January 4, 1964, and final percentage standings will be



These bicycles stacked out front of Hunt's Casino, Wildwood, N. J., during the showing of Columbia's "3 Stooges Go Around The World In A Daze" certainly prove something. According to Merlin W. Paul they prove that nobody is walking these days!

## Sixteen Magazine Contest

Hal Wallis' new Elvis Presley attraction, "Fun in Acapulco," is the subject of a special "My Favorite Pix" contest being conducted by Sixteen Magazine, popular teen-age fan book.

In its October issue, Sixteen is running a full page of stills from "Fun in Acapulco," asking readers to select their favorite pictures of Elvis.

announced at the end of the Showman's Bonus Drive for the entire 12 week period at which time the grand prize winner will be named.

The prizes to be awarded to the winners of the Showman's Holiday Contest are, first, \$500 in Savings Bonds; second, \$300 in Savings Bonds; and, third, \$100 in Savings Bonds.

In the Showman's Bonus Drive, the grand prize will be awarded based on the results achieved during the four weeks of that drive. There will be only one prize—a new 1964 two-door Ford Falcon automobile. Everyone is eligible to win the car including winners of the three prizes in the Showman's Holiday Contest.

Any contestant exceeding quota for the entire-12-week period by 10 per cent, including bonus points earned and applied to the Showman's Bonus Drive will receive a \$25 Savings Bond; but winners of the major prizes will not be eligible for the \$25 Savings Bond.

At the meeting, service pins were awarded to the managers for five, 10, and 20 years continuous employment with the company.

Stewart and Everett operates theatres in North and South Carolina, and on Nov. 21 will open its newest, most ultra-modern showplace, in the Pittman-Plaza Shopping Center in Lynchburg, Virginia.

## Colpix Records' Set To Plug Sound-Track Album On "Victors"

One of the largest and most unique advertising and exploitation programs in the history of Colpix Records is currently in the final planning stages in connection with the release of the original soundtrack album of Carl Foreman's "The Victors," it has been announced by Don Kirshner, executive vice-president of the music and record division of Columbia Pictures-Screen Gems TV.

Within the next three weeks, disc jockeys, distributors, promotion men and dealers around the country will receive teaser promotion pieces and selling aids as part of the first phase in the label's campaign.

Walt Maguire, vice-president and general manager of Colpix, has arranged for several merchandising complements to help create further interest in the Columbia release which opens December 19 at the Criterion and Sutton Theatres. Included in Maguire's promotional barrage are a number of extensive mailings highlighted by the distribution of post cards picturing the female stars of the motion picture and carrying an announcement about the album. Also, special streamers and easel-back covers of the LP for window and interior store display are being printed. Fashion tie-ins have also been set up.

The Colpix disc will be advertised in seven important consumer and trade media including: Playboy; The New York Times Magazine; High Fidelity Magazine; the important Schwann Catalog; and several prominent trade publications in the music field.

## "Movie Guide" Anniversary

Movie Guide Magazine is celebrating its first anniversary in November with an announcement of a new feature which should be of interest to exhibitors.

MOVIE GUIDE is offering to bind, handle and pay extra freight on inserts furnished by its theatres at no extra cost for such service where orders are for 1,000 or more copies.

"We believe this special insert offer will be a real contribution to the local theatre," said Nathan E. Jacobs, publisher. "It can be used for theatre calendars or special promotions. It can give to the theatres many forms of promotional tickets, at discount rates, or special price offers, such as \$1.00 per car family night for drive-ins and many other uses."

A two-week vacation at the El Presidente Hotel, Acapulco, Mexico, with a night in Mexico City to and from Acapulco, with all board and room and transportation costs paid, is being offered to managers of theatres on its February list in a Sweepstakes drawing.

This is an additional prize to the large variety of prizes being given to movie-goers.

The November anniversary cover features Elvis Presley in the Paramount production, "Fun In Acapulco," being tied into the many prize vacations given by MOVIE GUIDE to the famous El Presidente Hotel in Acapulco.

## "Sunday In New York" Music

Pianist Peter Nero spent three days at RCA Victor recording a single record and album entitled "Sunday In New York." Both discs will be released to coincide with early 1964 openings of the MGM-Seven Arts Production "Sunday In New York."

The single will be a recording of the title tune from the romantic comedy, with music by Nero and lyrics by Carroll Coates. Album will contain title tune plus other New York-themed songs.





Kids are the same the world over. Here are some getting the details about ABC-"Birds-eye" matinees at the Ritz, Edinburgh, Scotland, in a box top contest set my manager John L. Smith.

## THE EXHIBITOR'S EXPLOITATION EFFORTS

DICK EMPEY, manager, Trans-Texas' Hollywood, Fort Worth, Texas, recently had himself quite a time exploiting United Artists' "The Great Escape." Prior to opening, a prison camp replica was erected in the theatre lobby, complete with Kim-Kam, bed, rocking chair, night stand, lamp, telephone—and Bill Warren, KXOL disc jockey. Warren was locked in his 'new home' when I personally snapped the combination lock; and he was 'imprisoned' until someone with the right combination came along. Everyone entering the theatre had an opportunity to help him in his 'great Hollywood escape.' He was imprisoned for 20 hours when a girl of 12 came along with the idea of trying KXOL's call letters—1360—and, you guessed it, she got Bill out. Actually I would have liked to see him in the lobby 'jail' for at least 72 hours. Miss Kathy Hensen was thus the lucky winner of about \$50 worth of promoted record albums and a year's free pass to the theatre. Broadcasts were made from the theatre lobby in addition to announcements over the radio at all hours of the day and night. Disc jockeys asked people to stop at the theatre and bring Bill something to eat. I stayed at the theatre until 2:30 A.M. the first night and the food kept coming. This stunt worked out very well and we received many dollars worth of free radio publicity. Another really simple 'escape' stunt had a model accompanied by myself, walking into the Fort Worth Press fetchingly clad in a flowered dress. Then she pulled a string on her left shoulder, the dress dropped and—wowzie—there she stood in an even more fetching bikini. As escapes go, hers was the greatest. It resulted in 2 columns x 7 inches of photo art and a write up in the newspaper. I practically spent all day helping the model on and off with her clothes. Nice work, if you can get it! Because of lead weights on the hem of her dress, it really came off—but fast! "The Great Escape" was placed in cut-out letters on the bikini; but this did not show up in any of the photographs. We also obtained 800 lines of gratis publicity that could never be purchased on a local prisoner of war's experience. He attended a showing of the film with his family and was interviewed by the Star-Telegram's Jim W. Jones. All World War Two prisoners were admitted free during the engagement. Because of the publicity, a few friends who lost touch after service saw each other at the theatre and there were several reunions. They never knew they lived in the same city. We also obtained considerable mileage from director John Sturges, who was in the city. The Press' Jack Gordon interviewed him in

# British Activities

By Jock MacGregor

People in his district while enjoying watching others go on the stage for prize presentations are very reluctant to do so themselves, Lee C. Prescott of the Odeon, Bury, Lancs, reports in submitting his campaign for "Doctor in Distress." In consequence he promotes certain contests with the idea of garnering initial publicity and is not unduly worried by the response. For this picture he promoted a contest with local paper in which readers were invited to submit pen or pencil drawings of the two stars. He only received 29 entries but the editorial was invaluable. For a street stunt he borrowed an operating theatre trolley from the general hospital and persuaded his shapely salesgirl to wear a swim suit and be trundled around the town on it by other members of the staff dressed as hospital orderlies on alternate afternoons. A full bottle of tomato ketchup (borrowed from his hot dog stall) was hung on a pole to suggest a blood transfusion. A banner read "We're on our way to see Doctor in Distress" complete with film and theatre credits and screening times adorned the trolley.

Patrons at the ABC, Woolwich, South London, are not so shy. H. T. Bolton invited them to list as many single word titles as possible when he played "Hud" and received 350 entries. The winner recalled no less than 325. Publicity for the contest included a 60x40 poster in the foyer and mobiles suspended from foyer and under canopy downlights. The Kentish Independent mentioned the contest one week and named the winners the next.

In view of the regular presentations of one night live show stands featuring top artists at the Gaumont, Wolverhampton, J. Alexander decided to launch "Just For Fun" in similar style without giving a false impression. To his delight he found that a number of those featured in the film were appearing in person at the theatre some three weeks before playdate. He asked them to introduce the film into their act whenever possible. In addition, he got them to sign a letter, describing the film and what fun they had making it, for display in the foyer. . . . In conjunction with the launching of a new serial at the ABC Minor's Club at the Ritz, Edinburgh, John L. Smith did a tie-up with Birds Eye Frozen Foods. All children with a fish finger wrapper were admitted free. Nearly 200 shops displayed the special Birds Eye bills giving details of the performance and competitions to be held in their windows. The area surrounding the theatre and those with direct buses to the theatre were saturated. Heats for singing and bowling contests were staged for four weeks before the big day when the finals were held. A name the schools contest was held in a weekly paper and 3,000 throwaways were distributed by Birds Eye representatives outside schools, etc. Birds Eye also provided a front of house banner and foyer display material plus many balloons and novelties.

Across Scotland to Glasgow where G. M. Chantrey of the Odeon, issued 1,000 warning leaflets that recipients should see "The Day of the Triffids" so that they could recognise the man-eating plants expected to be seen in the vicinity of the Odeon. For the street stunt he devised a highly ingenious, imaginative and fearsome walking plant which was a definite attention stopper. . . . Back in London's Old Kent Road, Albert Hallam saw that his ABC Minors knew that the family unit program—"The Scarlet Blade" and "Son of Captain Blood"—was his regular attraction for the following week. He appeared on the stage as a full blooded masked pirate to introduce the two trailers and then handed out overprinted eye masks.

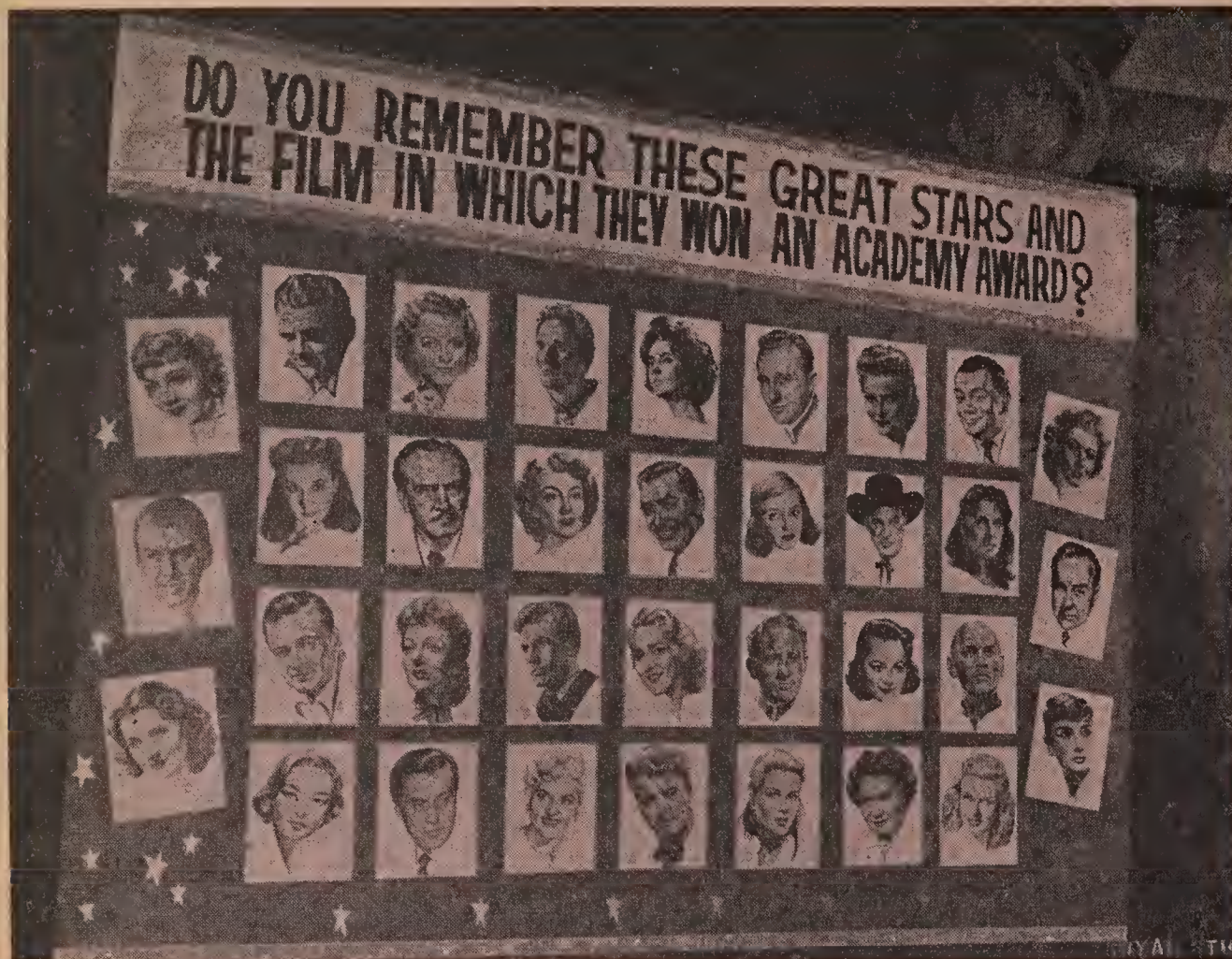
Down by the sea at Southend, A. G. Crisp, before being transferred from the Odeon, to the big Odeon show house in the north west at Newcastle, made full use of the title—"All This and Money Too"—and tied up with the huge Co-operative Department Store which he describes as "really a wonderful store with four floors selling everything possible." "Co-ops" pay a dividend to all shoppers and this formed the theme of the campaign which was carried through every department and was reflected in every window display. A Co-op display was staged in his foyer and a composite page was taken jointly in the local weekly's Leisure Section. Two thousand of these were distributed by a model at the store. Crisp claims it was quite the best tieup he ever arranged in Southend.

In East Anglia, G. J. V. Crane, of the Odeon, Norwich, arranged for a staff man wearing a gorilla outfit and carrying suitable "Call Me Bwana" credits to be lead around the football ground before a crowd of 19,564. Up in Yorkshire, R. C. Cockburn of the Odeon, Skipton, contacted the local clergy and succeeded in getting two to carry distributor's plates of scenes from "Barrabas." Over the county border assistant manager James D. Habershon of the Gaumont, Chesterfield, arranged a "Just for Fun" week at the sister Top Rank Victoria Ballroom and a "Miss Chesterfield '63" Beauty Contest for promoted prizes. And in Bonny Dundee, assistant J. E. Lycett, of the Gaumont, sought in conjunction with the local evening paper the town's most charming nurse when "The Interns" was played and made the Scottish national press with pictures—and mentions for the movie and theatre.

his column; as did Elston Brooks, of the Star-Telegram. A lovely television interview was held in the studio of WBAP-TV; and a radio interview was held at the Fort Worth Press Club. Twenty-two book store windows were utilized and five music store

windows were used in the main sections of town. Special articles were placed in the Carswell Air Force Base and Texas Wesleyan College special papers. Assistant manager Bob Lynch and Sue Edwards, from United Artists, aided in the campaign.





Victor Nowe, manager, Odeon-Carlton, Toronto, Canada, with the cooperation of Theatre Poster Services, Ltd., created this large lobby display to capitalize on the popularity of the annual Academy Award Contest participated in each year by all Canadian motion picture theatres and the Toronto Daily Star.

VICTOR NOWE, manager, Odeon-Carlton, Toronto, Canada, after the wonderful response he had in the Academy Award Contest in which he participated each year with all Canadian motion picture theatres and the Toronto Daily Star, felt that he should create a theatre display which would attract patrons' attention to the great stars and the great pictures which won awards. Through the Theatre Poster Services, Ltd., Toronto, he secured the excellent star stills, which contain the name of the star and the picture in which they won an award. These were mounted and given an outline border of red, yellow, and orange. The background on which the stills were placed was done in a rich turquoise blue, with glittering stars scattered around the entire display. The huge display is effectively lighted from overhead; and measures 10 feet in length x seven feet high. The tag line at the top of the display is done in big red lettering on a white background and has a border of sparkling silver. It is constantly attracting the attention of patrons.

A. F. DAVISS, manager, Gaumont, Falkirk, Scotland, claims he was asked by the home office if there were any stuffed lions in the vicinity to help promote 20th-Fox's "The Lion." This, he says, got him to thinking and after much pleading he was able to obtain a magnificent 1-1/2-cwt 6' long and 5' 5" high specimen from the Curator of the Royal Scottish Museum, Edinburgh, on condition I insured it for \$1,400. The task of transporting it the 25 miles to Falkirk and back provided another headache but we managed and it was worth it. It travelled on an open truck loaned for free by a local contractor and bedecked with artificial grass and suitable posters. After having toured the district, the lion was unloaded and placed in the foyer. My projectionists fitted up a spotlight so that after we closed at night the lion stood out in the otherwise darkened theatre. It was in full view of the street.

Through cooperation with a weekly paper I invited any local families who had been in Kenya to attend the opening night. Not only did I get an applicant but a family who had actually watched William Holden with the lion on location. This made for an excellent news story and photo. For another street stunt I had a member of the staff dress as a big game hunter complete with rifle, binoculars, tropical helmet, etc. and suitable credits. The Falkirk Mail also carried a painting contest for children with guest tickets as prizes and a "spot the difference" between two seemingly similar shots from the film for the prizes of three Mettoy Safari Rifles.



After disk jockey Bill Warren had been in the lobby "cooler" for 20 hours, Kathy Henson found the right combination to the lock and he made his "Great Escape." She was presented with promoted record albums and a year's pass to the theatre by manager Dick Empey. The promotion was at Trans-Texas' Hollywood, Fort Worth, Texas, for United Artists' "The Great Escape."

## Fox

(Continued from page EX-541)

and will be tied-in with radio and TV promotions in the New York market.

The magazine will also distribute nationally newsstand promotion announcements calling attention to the December issue and its award to "Take Her, She's Mine."

Also in the exploitation package is an area-wide ballad-singing contest. Each theatre will stage its own immediate competition, culminating in a final contest covering the metropolitan area. (In the film, Miss Dee at one point makes like a folksinger.)

Prizes for the ballad-singing contest will include a scholarship to a university of the winner's choice, an expensive Goya guitar, and an opportunity to audition for a recording contract with 20th Century-Fox Records.

The cooperating Goya Guitar Company, of New York, is additionally arranging through its Gotham retail outlet, G. Schirmer Company, a schedule of tie-in advertising in New York newspapers featuring a scene from the film in which guitars are used. Schirmer windows will also tie-in with exploitative material promoting both the picture and the Goya instruments.

Still another aspect of the package is an oil-painting competition, stipulating a promotional tie-up with a leading maker of oil painting kits and a major New York radio outlet.

Premiere Showcase theatres will also feature lobby telephone installations enabling patrons to hear the voices of Stewart and Miss Dee. Their taped dialog will be repeated automatically whenever a patron picks up one of the phones.

Emphasized to the exhibitors is that these are all "in-hand" tie-ups, with additional exploitative facets in the process of being arranged.

Rosenfield also announced that Stewart will be coming to New York for a series of promotional activities, including appearances on the three major television shows—"What's My Line?" and the "Tonight" and "Today" programs. He said producer-director Henry Koster would also be in town in connection with the film's launching.

The meeting also was given an analysis of the national advertising campaign for the picture, disclosing more than 15,000,000 reader impressions just in the New York area. A heavy buy of spot announcements on all three major TV channels covering all types of both daytime and evening prime-time shows over a week's period, will give the New York market blanket penetration, with every TV household in the area being reached five times. A metropolitan schedule of 150 radio spots will furnish additional saturation over a five-day period.

## "Wheeler Dealers" Pushed

Bantam Books, publishers of the motion picture edition of Metro-Goldwyn-Mayer's "The Wheeler Dealers" has announced that in excess of 600,000 copies of the paperback have been distributed to 125,000 retail outlets throughout the country.

Augmenting the initial high public interest in the Metro-Goldwyn-Mayer-Martin Ransohoff Production, Bantam Books has launched an extensive promotion campaign directed not only at the general public, but also at their 35,000 dealers and distributors. In addition, a special mailing piece has been prepared for distribution to Stock Brokerage firms throughout the country.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## EQUIPMENT WANTED

WANTED, USED BOOTH EQUIPMENT. Will dismantle. Write BOX 262, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## PHOTO BLOWUPS

PHOTO BLOWUPS IN BEAUTIFUL COLORS from your photos. Send for price list. Fast service anywhere. Show business art since 1899. STITES PORTRAIT CO., Shelbyville, Indiana.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

## THEATRE FOR SALE

300 CAR DRIVE-IN for sale in southern Kentucky. Contact JOHN CRAFT, Tompkinsville, Kentucky.

## THEATRE FOR LEASE

LEASE MODERN THEATRE located in heart of Whiting, Indiana. Only theatre in town. 650 seating capacity, fully equipped, drawing radius 25,000 population. Reasonable rent to responsible operator. Write TENINGA & CO., 10835 So. Michigan Ave., Chicago, Illinois 60628.

## THEATRE WANTED

THEATRE WANTED to lease in N.Y.C. area. Small investment by aggressive showman. Seeks 500 to 800 seats. BOX 261, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

## WHEN YOUR MAILING ADDRESS CHANGES

You won't miss your weekly copy of MOTION PICTURE EXHIBITOR if you are changing your address, or if the Post Office insists on delivering only to a box number, *providing you let us know the new mailing address three weeks in advance of the change.* You enable us to continue serving you, and you enable us to save the Post Office charges for each returned copy due to address changes, including changes from street to box. When you notify us, please use the address change card available at the Post Office, or send us your new, correct mailing address with the address portion of the wrapper or envelope bringing you your copy. And please include your Zip Code!

**Please notify:**

**CIRCULATION DEPARTMENT  
MOTION PICTURE EXHIBITOR**

317 N. Broad St., Phila., Pa. 19107

HANDY SUBSCRIPTION BLANK

**Yes, start sending**

**MOTION PICTURE**

**EXHIBITOR**

**plus**

**Showmen's Trade Review**

TO:

Name .....

Title .....

Address .....



☐ Enclosed ☐ Or bill me

☐ \$2.00 for one year

☐ \$3.50 for two years

☐ \$5.00 for three years

(Outside Western Hemisphere)

☐ \$5.00 one year

☐ \$8.00 two years

☐ \$11.00 three years

**CLIP and MAIL TODAY TO  
317 N. Broad St., Phila., Pa. 19107**

## The A-MAN Corner

Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: Drive-In theatre manager for eastern seaboard 800 car house. No buying or booking. Permanent employment. BOX A1030, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, 18 years' experience, all phases, 1st run conventional. Family man, best of references, age 42. Wish to relocate, metropolitan or small town. BOX B1030, c/o M.P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

LICENSED PROJECTIONIST, fully experienced manager in publicity, promotions, advertising and maintenance. 20 years' experience. Guaranteed results with right party. Live in N.Y.C. BOX C1030, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

TOP CALIBER MANAGER desires position with a future. Thoroughly experienced all phases. Family man. Will relocate for the right proposition. BOX B1023, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

TOP SHOWMAN, loves to work, desires position as general manager or supervisor small chain of theatres. Operated first run, subsequent and art theatres. Presently employed. 25 years managerial experience. BOX A116, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

BOOKER-BUYER AVAILABLE. 35 years experience all phases. Large and small circuit experience. Will relocate. BOX B116, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MATURE WORKING theatre executive-manager, over 15 years' indoor, drive-in, home office experience. Excell advertising, exploitation, showmanship. Writer articles, winner exhibitor contests. BOX D1030, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

SEEKING ART THEATRE SPECIALIST? Idea creativity is your boxoffice bonus if you can use a manager with know-how. Will relocate. BOX A1023, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

Address all  
Correspondence to—

**The A—MAN Corner**

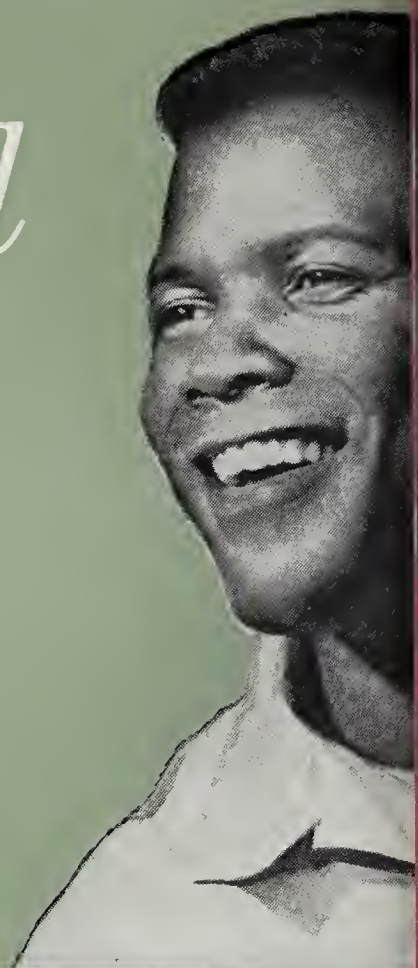
{Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107



"This is a movie for everyone to enjoy . . . all ages, all walks of life, all faiths, everywhere. Please don't miss it!" —Mrs. Margaret Twyman, Director Community Relations, MPAA



What's  
so special  
about  
*"Lilies of the Field"*?



**FIRST CAME THE AWARDS:** 1963 BERLIN FILM FESTIVAL / Sidney Poitier Best Actor Award (SILVER BEAR) / Protestant Interfilm Prize (LUTHER ROSE) / Roman Catholic Film Organizations Special Award

**THEN CAME THE REVIEWS:** "Poitier is a joy throughout. Loving and humor-filled . . . takes a great stride in the right direction!" — SATURDAY REVIEW / "Excellent . . . one of the year's best!" — REDBOOK / "Unforgettable — a story filled with warmth and humor!" — McCALL'S / "Warm, funny, and deeply moving. It should be required moviegoing!" — GOOD HOUSEKEEPING / "Sidney Poitier is grand! Picture of the month!" — SEVENTEEN

**NOW LOOK AT THE VERY SPECIAL BUSINESS IT'S DOING!**

**DENVER**—Multiple (3 Theatres)—5th SMASH WEEK ■ **NEW YORK**—Murray Hill — 5th SMASH WEEK ■ **BOSTON** — Capri — 3rd SMASH WEEK ■ AND WATCH THE HOLDOVERS IN: **BOULDER CITY**—Flatiron  
**COLORADO SPRINGS**—Chief ■ **GREEN BAY**—Vic ■ **PUEBLO**—Chief  
**SANTA FE**—Lensic ■ **SIOUX CITY**—Orpheum

**SIDNEY POITIER** in RALPH NELSON'S **"LILIES OF THE FIELD"**

with LILIA SKALA STANLEY ADAMS Music — JERRY GOLDSMITH Screenplay by JAMES POE

Based on the Novel by WILLIAM E. BARRETT Produced and Directed by RALPH NELSON

THRU  
**UA**



**MOTION PICTURE**

# EXHIBITOR

**NOVEMBER 13, 1963**

Volume 70

Number 19

IN TWO SECTIONS • THIS IS SECTION ONE



## **Para. Expects Biggest Year**

(See page 5)

## **\$50 Million For MGM Production**

(See page 6)

Edward S. Redstone, Newton Center, Mass., became youngest president of the 1,200 member National Association of Concessionaires. Treasurer and vice-president of Northeast Drive-In Theatres Corp. and member of the executive committee of TOA, he also serves as vice-president of the Theatre Owners of New England.

**FIGHTING ON THE WRONG FRONT** ■ ■ ■ see editorial—page 3





**AS BIG AS YOUR  
SHOWMANSHIP CAN MAKE IT!**

WALT DISNEY'S  
**Fantasia**

**BIG** IN DENVER—5th WEEK! • IN SALT LAKE CITY—5th WEEK! • IN SAN DIEGO—4th WEEK!

**BIG** IN SAN FRANCISCO—2nd WEEK! • IN OAKLAND—2nd WEEK! • IN OMAHA—3rd WEEK!

**BIG** IN CORAL GABLES—2nd WEEK! • IN SEATTLE—3rd WEEK! • IN SYRACUSE—3rd WEEK!

**BIG** IN WASHINGTON—3rd WEEK! • IN DETROIT—3rd WEEK! • IN PHILADELPHIA—3rd WEEK!

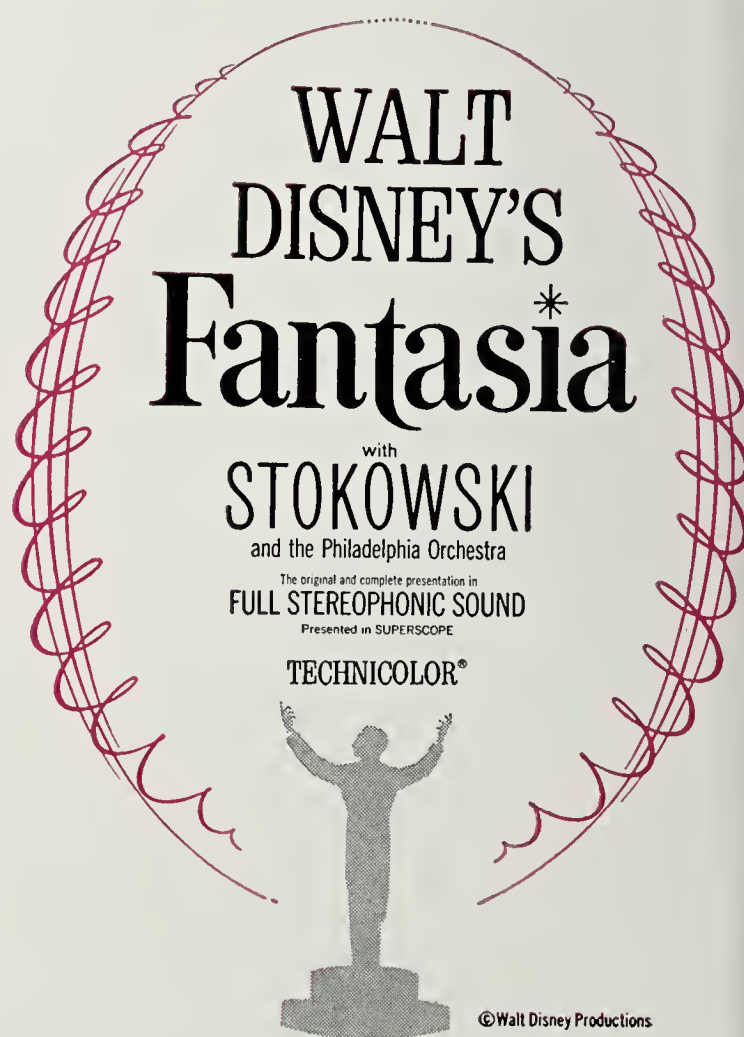
**BIG** IN BOSTON—3rd WEEK! • IN BUFFALO—3rd WEEK! • IN NEW ORLEANS—2nd WEEK!

Fantasia Can Work the Same  
**BIG** Boxoffice Magic for  
You in Theaters Equipped with:

- 1—*Stereophonic Sound!*
- 2—*Hustling, Tireless, Wide Awake,  
Hard-Hitting Showmen!*

**PLAYDATES NOW BEING  
ACCEPTED FOR JANUARY**

NEW YORK—LOEW'S TOWER EAST—  
ALL-TIME OPENING DAY HIGH—\$3,940

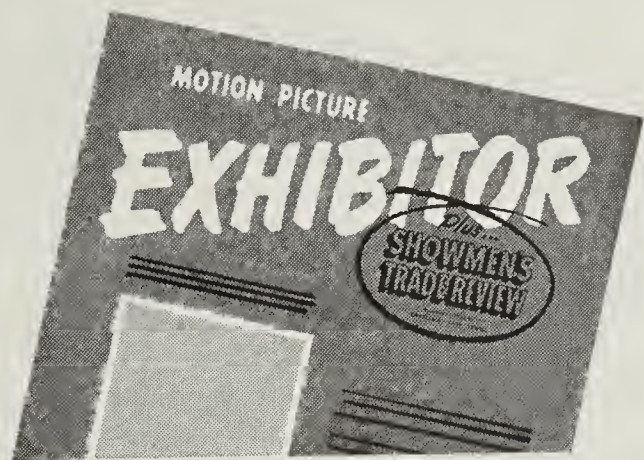


©Walt Disney Productions



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees, Nonamaker, feature editor; Mel Konecok, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 70 • No. 19

NOVEMBER 13, 1963

## FIGHTING ON THE WRONG FRONT

WE HAVE a wholesome respect for Monsignor Thomas F. Little, head of the Legion of Decency. We have always found him to be an intelligent and well informed observer of the motion picture industry with a fine reputation for fairness and sincerity.

However, we are compelled to disagree with Msgr. Little concerning parts of his speech before the recent Theatre Owners of America convention in New York. For one thing, he says, "The thinking public believes movies are worse than ever before because of motion picture advertising." We would like to point out to the good Monsignor that this same public has turned a flock of fast-buck grabbing flop houses masquerading as motion picture theatres into huge moneymakers. The public gets what it demands and what it will support.

Perhaps the Monsignor can tell us why three theatres that were considered terrible flops as regular commercial houses are now grossing more than ever before and far more than nearby houses playing "family films." These three now call themselves "Art" theatres, never admit children, can't get their ads placed in reputable papers, and have had films confiscated and owner and managers arrested on more than one occasion. Still, their business grows because the public supports this slop and responds to these double entendre advertisements.

The great majority of exhibitors shun both fast-buck features and sexy advertising. To condemn the activities of an entire industry because a few slobs chase the fast buck is unfair and a charge that will not stand up.

Let the Legion direct its wrath on the fast buck grabbers. Let the public look for quality instead of titillation, and the evil will correct itself. Monsignor Little was not talking to the right men when he delivered his message to TOA. Fast buckers don't belong to theatre organizations because the legitimate theatre owners and operators want nothing to do with them.

Unfortunately, Monsignor Little's statements will be spread throughout the Catholic community by the Catholic press, and the motion picture industry will have received another black eye which it does not deserve.

Advertising directors of the major companies and most independent companies submit their advertising to the Advertising Code Authority of the MPAA for approval. This is so stated in the pressbooks, and has always been an excellent example of efficient self-regulation.

Every advertisement is not going to please every reader of a newspaper, but let us not forget that the primary aim of an ad is to attract people to the theatre. Ads are designed to sell tickets, not as works of fine art. Unfortunately, the public responds better to some advertising pitches than to others, and this fact can not be ignored.

The Ad Code Authority does insist that the advertisement be in good taste and that it not misrepresent the product. We can not see how it can be asked to do more than this. Mon-

signor Little might also achieve better results if he carries his message to newspapers instead of to theatre owners. After all, many newspapers have strict ad codes of their own and are not obliged to carry any advertising that goes against their sensibilities.

Theatre men have often been puzzled by the way these rules are put into practice, that is true. Sometimes it seems as though the decisions as to what ads to accept and what ads to reject are made in a totally arbitrary way.

Illustrated on this page is a case in point. We draw your attention to the advertisement reproduced here. We find it offensive and a slap at the motion picture industry. Like it or not, all theatre men are judged by their worst examples—that is the nature of the business.

The Philadelphia Inquirer is the oldest daily newspaper in America and one of the most respected. Having worked on the staff as a reporter in 1911, we were aghast to see this ad on its amusement page and on the amusement page of its sister daily, The Daily News. We are happy to report that Philadelphia's other daily, The Evening Bulletin refused to carry the ad. This shows how a hungry exhibitor and a hungry newspaper can combine to bring shame on the entire motion picture industry. We have a high regard for Walter Annenberg, editor-in-chief and publisher of both the Inquirer and News, and it is possible this ad slipped by proper officials.

We make these points to show Monsignor Little that the fault is not entirely with exhibitors. The offensive minority must not be the yardstick by which all are measured. We are proud to state that we have never carried an ad on our pages for a picture we would not be proud to run in our theatres. We never will.

**PHILA. PREMIERE STARTS TODAY**

**SORRY! . . .** BECAUSE OF THE CONTROVERSIAL NATURE OF THIS FILM, WE CANNOT REPRODUCE ANY OF THE SCENES IN THIS ADVERTISEMENT!



**BUT! . . .** Any mature adult will be admitted to see this unusual motion picture! YOU WILL SEE THEM ALL . . . a whirling, twirling, panorama of NATURE'S PLAYGIRLS IN A NEW DIMENSION! You will be able to judge for yourself, when you see another side of life, much discussed but rarely seen!

Don't miss this captivating adventure into the colorful world of nature's

**"PLAYGIRLS INTERNATIONAL"**

FILMED AROUND THE WORLD IN EASTMAN COLOR AND WIDE SCREEN

HIT \*2 **"WACKY PLAYBOY"** A Smorgasbord of Delectable Delicacies! GAGS • GALS • GAMES

**STUDIO** MKT. ABOVE 16TH

CONT. FROM 11 A.M.

**ADULTS ONLY**



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Diamond Rings

Mr. and Mrs. Harold Kissel, New York City, announced the engagement of their daughter, **Brenda**, to **Bruce S. Kurtz**, son of Mr. and Mrs. **Samuel F. Kurtz**, also of New York. Miss Kissel is an executive secretary with the publicity department of Columbia Pictures. Kurtz is with International Business Machines Corporation.

**Martin Balsam**, who stars in the forthcoming Embassy-Paramount film, "The Carpetbaggers," and Mrs. **Irene Miller**, a television producer's assistant, have obtained a marriage license in New York. No wedding date was announced.

### Obituaries

**James Campbell**, 59, Allied Artists salesman in Atlanta, Ga., died. He is survived by his widow, a son, and a daughter.

**William W. Howard**, 65, retired vice-president of RKO Theatres, died at his New York City home, after a short illness. He is survived by his brother, **Brig. Gen. Francis E. Howard**, U.S.A. (Ret.).

**Herman Levy**, 53, Allied Artists advertising manager, died at Cedars of Lebanon Hospital, Los Angeles, after a lengthy illness. He is survived by his widow and two sons. He joined AA on April 1, 1959, and previously had been employed in the advertising department of Universal.

### Seneca Distributes Two

NEW YORK—William Kronick, president, Seneca International, Ltd., announced that he intends to continue distribution of the prize-winning Kurosowa film, "Yojimbo," and Louis Malle's comedy, "Zazie," contrary to an erroneous news release of last week.

### Thank You, Friends

To all my friends in and out of the motion picture industry who seem to know it already, let me confirm the fact that I have indeed been a patient for the past few days at the Temple University Hospital in Philadelphia, where minor surgery was performed successfully last week.

Let me take this opportunity to thank all who have flooded me with cards, messages, letters, cables, telegrams, gifts, flowers, and extra subscriptions to MOTION PICTURE EXHIBITOR.

I have posted on the wall of my hospital room an insert furnished by Paramount Pictures, reading "Who's Been Sleeping In My Bed? Wow!" A fair question for a man in the hospital to ask, wouldn't you say?

Thanks again, friends. I'll see you soon.  
Jay Emanuel

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., NOV. 11

### SW Gross Income Up For Fifth Successive Year

NEW YORK—For the fifth successive year, the gross income of Stanley Warner Corporation has climbed to a new high, it was announced by S. H. Fabian, president. Merchandise sales, theatre admissions, and other income of Stanley Warner Corporation and its subsidiaries amounted to \$146,693,100 for the fiscal year ended Aug. 31. This is an increase of \$10,542,600 or 7.7 per cent over similar income of \$136,150,500 for the preceding fiscal year.

Consolidated net income from operations for the 1963 fiscal year was \$3,283,300 which is an increase of \$429,800 or 15 per cent more than the net income of \$2,853,500 earned during the 1962 fiscal year.

The operating profit for 1963 is equivalent to \$1.61 per share on the outstanding common stock or 21 cents above the \$1.40 per share earned in 1962.

In addition to the operating profit in 1963 there was a profit of \$237,400 realized from unusual property dispositions which is equivalent to an additional 11 cents per share of common stock.

In the 1962 fiscal year unusual property dispositions resulted in a net loss of \$31,800, equal to 2 cents per share of common stock.

Both gross income and operating net income of Stanley Warner set new record highs in the fourth quarter of the 1963 fiscal year.

Merchandise sales, theatre admissions and other income of Stanley Warner Corporation and its subsidiaries amounted to \$42,424,700 for the quarter ended Aug. 31. Consolidated net income from operations for the fourth quarter of 1963 was \$1,485,100.

The operating profit for the fourth quarter of the 1963 fiscal year is equivalent to 73 cents per share on the outstanding common stock or 44 cents above the 29 cents per share earned in the fourth quarter of 1962.

In addition to the operating profit for the fourth quarter of the 1963 fiscal year there was a profit of \$222,800 realized from unusual property dispositions.



Columbia Pictures vice-president Robert S. Ferguson, right, listens as Carl Foreman, writer-producer-director of "The Victors" for Columbia release, tells that he advocates a national film school with instructors chosen from among current studio creative personnel.

### Del. Supreme Court Ruling Affirms Owners' Rights

WILMINGTON, DEL.—Most Delaware theatres are voluntarily desegregated, but the trade noted with interest a ruling by the State Supreme Court Nov. 6 that with certain exceptions, "private actions of the owners or proprietors of a place of public accommodation in refusing service to a patron, which are predicated upon racially discriminatory grounds, do not contravene the requirements of the 14th Amendment to the federal Constitution."

The exceptions are where there is public ownership, financial support, or control.

However, the State Supreme Court held, the judiciary of Delaware may not entertain trespass prosecution against a person denied service and requested to leave a restaurant or other place of public accommodation, which would include motion picture exhibitors, when the denial is based solely on the individual's race and when the action of the proprietor is based on the Innkeepers Law.

This law says: "No keeper of an inn, tavern, hotel, or restaurant, or other place of public entertainment or refreshment of travelers, guests, or customers, shall be obliged by law to furnish entertainment or refreshment to persons whose reception or entertainment by him would be offensive to the major part of his customers and would injure his business."

An anti-bias public accommodations bill has been passed by the State Senate and is pending in the House of Representatives. The state General Assembly, as the legislature is officially called, is now in recess at the call of the chair.

### New St. Louis House

ST. LOUIS—A new 1350 seat theatre will open early in 1964 near the Crestwood shopping center at 9821 U. S. Highway 66. Julian and Louis Jablonow, owners, Mid-America Theatres, are adding the first run house to their St. Louis circuit.

### "Support Movies Day" Boosts Ohio Attendance

COLUMBUS, OHIO—Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, stated that attendance at Ohio theatres increased about 10 per cent on the recent "Support The Movies Day."

Held in cooperation with the Ohio Federation of Women's Clubs, the day will be repeated next year, it was said. Each member of the Federation pledged herself to attend a motion picture theatre of her choice on the day and, if possible, bring friends or persuade friends to attend.

Prickett said, "The ladies demonstrated in a very positive way at the boxoffice that they can and do support motion pictures. We feel certain the plan will go forward in Ohio and will be attempted in other states."



# Para. Ready For "Greatest Year"

## Weltner, Balaban, Boasberg, Davis Address Sales Meet On Strong Position Via Product, Financial Setup

NEW YORK—Paramount Pictures is on the threshold of the greatest year in its history, executive vice-president George Weltner said at the opening of national sales meetings highlighting the company's releases for the coming period.

Weltner said that he was expressing not only his personal enthusiasm but also the enthusiasm of exhibitors. "Paramount is the talk of exhibitors throughout the world because of its unusually strong product position. Exhibition has acknowledged that Paramount is the 'hot' company."

Noting that he remembered that "in the 1920's Paramount had absolute command of the market, I am convinced that we are on the biggest 'up' since that time. Knowing our organization—our studio, our sales and advertising—publicity arms—I have no doubt that this unparalleled success will be achieved."

Weltner added that "Paramount is spending time, money and effort like there's no tomorrow—because we believe there is a tomorrow." Weltner said that it is traditional in the motion picture industry for people to "respect you for what you are. That is why we have been able to set such wonderful alliances with the world's outstanding producers. They know that we have the finest production, sales, marketing, and merchandising facilities in the industry."

"Your entire company is imbued with an exhilarating enthusiasm," Weltner said. "Our studio is bubbling harder than ever. Our sales organizations, under the direction of Charles Boasberg in the U. S. and James Perkins abroad, and our marketing-advertising-publicity department, under Martin Davis' guidance, are unparalleled."

Boasberg directed the meetings. Joining him were Tom W. Bridge, assistant general sales manager; Hugh Owen, eastern sales manager; Alfred Taylor, western sales manager; Edmund C. DeBerry, southern sales manager; Jack Perley, playdate department manager; Ben Sheckman, contract department manager; Arthur Dunne, assistant contract department manager; Martin Schank, branch operations manager; Fred Leroy, sales administration; Mario Ghio, print department manager; and Joseph Moscarel, non-theatrical department manager.

Also attending were regional sales managers John G. Moore, Boston, and Herb Gillis, Washington, and the following branch managers: Myron Sattler, New York; Daniel Houlihan, Buffalo; William Meier, Cincinnati; Harold Henderson, Cleveland; Henry Germaine, New Haven; Don Hicks, Philadelphia, and Kip Smiley, Pittsburgh.

President Barney Balaban expressed great confidence in the company's success in 1964.

Citing what he called "a very substantial third-quarter performance in the period just over," Balaban said, "This momentum will carry us into one of the biggest years in the history of Paramount. Our promises of bigger and better pictures have been fulfilled, and we are prepared to shoot our bankroll on a continuing product supply because we are completely confident of the future."



Barney Balaban, president, Paramount Pictures Corporation, recently received the Anti-Defamation League's Human Relations Award at the League's 50th anniversary luncheon at the Americana Hotel, New York City. Flanking Balaban are Benjamin Melniker, left, this year's chairman of the League's amusement division and Harry Brandt, luncheon chairman.

## Albany Leads WB Drive

NEW YORK—Warner Bros. Albany branch continued to hold first place in the cumulative standings at the end of the fourth week of the "Winners from Warners" sales drive, with the Charlotte, Atlanta, Dallas, New Orleans, and Salt Lake City branches following in that order.

Balaban noted that "Paramount's capital structure is the envy of the industry. Whatever we want to do we can do, because we have the money. Furthermore, our organization is functioning wonderfully well, and has placed Paramount in the forefront in production, distribution and marketing-merchandising."

Echoing the enthusiasm of Balaban and Weltner, Boasberg urged Paramount's sales force to "deliver the most concentrated and thorough selling effort you have ever expended. In the last several years, Paramount has pioneered new distribution patterns in many areas of the country. With our impressive product line-up, which has generated more enthusiasm for exhibitors than any within memory, we must be prepared to break new ground to attain maximum revenues both for ourselves and our customers."

Boasberg said that through next Labor Day, exhibitors could be assured of "at least one blockbuster monthly." Pictures definitely set for this period, in order of release, are "Seven Days in May," "Love With The Proper Stranger," "Becket," "Paris When It Sizzles," "The Carpetbaggers," "Lady in a Cage," "Son of Captain Blood" and "Law of the Lawless." Other attractions being considered for this period will be announced shortly, Boasberg said.

Davis, joining Boasberg for a presentation of the company's advertising and publicity program, said that "our search for and utilization of the best available tools to reach potential theatre patrons is a constant one and one that will continue to cast credit on our company." Also participating in this phase of the meeting were Joseph Friedman, executive assistant to Davis; Bernard Serlin, exploitation manager; Jerry Levine, advertising manager; and Hy Hollinger, publicity manager.

## IFIDA Blasts Censors Of "Balcony" In Ft. Worth

NEW YORK—IFIDA has attacked the effort of Fort Worth, Tex., censors to prevent the showing of the motion picture "The Balcony" in the city. Michael F. Mayer, executive director, assailed the action of W. V. Bradshaw, Jr., chairman of the Fort Worth Censor Board, as "arbitrary, unreasonable, and violative of the rights of free speech" to the citizens of Fort Worth.

Mayer's statement follows: "The city censors of Fort Worth have taken it upon themselves to deny a permit to the motion picture 'The Balcony' on the alleged grounds that 'to the average person applying contemporary community standards, the dominant theme of the material taken as a whole appeals to prurient interest.' This distinguished motion picture does no such thing."

"In any event, however, the attempt by Fort Worth to pre-censor that which its people can see is arbitrary, arrogant, and unconstitutional. The people of Fort Worth do not need any self-appointed expert in moral standards to determine what is best for them. The entire concept of censorship is repugnant to the best traditions of American democracy, and we call upon the good citizens of the city to overrule this arbitrary and shocking edict."

"'The Balcony' is a fine motion picture which has received outstanding critical applause. It needs no defense from us. What does need defense is the constitutional right of every American to read, state, and see what he wants to see without interference from boards, commissions, and the like."

## Ferguson To London

NEW YORK—Robert S. Ferguson, Columbia vice-president in charge of advertising and publicity, left for London for a series of conferences to make promotional plans for Columbia releases in various stages of production on the Continent.

Among the forthcoming releases to be discussed are Richard Brooks' "Lord Jim"; Philip Hazelton and Alexander Singer's "Psyche 59"; Irving Allen's "The Long Ships"; Charles H. Schneer's "First Men IN The Moon"; James Woolf's "The Pumpkin Eater"; and Fred Zinnemann's "Behold a Pale Horse."

The Columbia executive is scheduled to return to the United States on Nov. 18.

## Skouras, Cutler To AIP

NEW YORK—Samuel L. Seidelman, American International Pictures' vice-president in charge of foreign distribution, announced today that Daniel P. Skouras has joined the foreign department as head of sales control.

Prior to joining AIP, Skouras was director of operations with Inflight Motion Pictures. Formerly, Skouras was with Seymour Poe as producers representatives and with United Artists foreign sales department. He will headquarter at the AIP office in New York.

Milton Moritz, AIP national advertising-publicity director, announced that Jerry Cutler, former industry trade paper editorial associate, has joined the AIP publicity department. Cutler will work with Eastern Publicity Director, Ruth Pologe in New York.



# MGM To Release 36 During 1963-64; \$50 Million Slated For Production

NEW YORK—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, announced to the attendants of the week-long MGM international sales conference that during 1963-64, in excess of \$50,000,000 will be spent on production at Metro-Goldwyn-Mayer. The company has scheduled 36 productions for release during that period.

Addressing the opening-day session of the sales conference, the most extensive held by the company during the past 10 years, O'Brien noted not only optimism for the future, but stressed that in present day-to-day operations as well, Metro-Goldwyn-Mayer is indeed on the move. In addition, O'Brien reported to the 75 home office executives, sales executives, division managers, branch managers, and field press representatives that television production at Metro-Goldwyn-Mayer, in the fiscal year ended Sept. 1, was 112 per cent above the previous year.

Of prime importance was the presentation and discussion of initial plans, world-wide, national and local in scope, that have been formulated for observance of the 40th anniversary of the company. The anniversary, in April, 1964, marks the merging of Metro Pictures, Goldwyn Productions, and Louis B. Mayer Productions.

It was also announced at the opening-day session of the conference that the Culver City studio is experiencing one of the most active periods in its 40-year history. In excess of 3,000 people are currently employed at the Culver City operation, with more than 30,000 Metro-Goldwyn-Mayer employees now working in all parts of the world.

Morris Lefko, vice-president and general sales manager, announced that "The Prize," starring Paul Newman, Edward G. Robinson, Diane Baker, and Elke Sommer, will be the first 1964 attraction at Radio City Music Hall.

In addition to extensive business sessions, publicity and advertising presentations, the conference attendants were to see completed products that include "Sunday in New York," "Company of Cowards?," "Viva Las Vegas," "A Global Affair," "Mail Order Bride," "Seven Faces of Dr. Lao," "Any Number Can Win," "Children of the Damned," and footage from "Night Must Fall," "The Unsinkable Molly Brown," "His and His," "Looking For Love," "Kissin' Cousins," "Rhino!," and other productions in various stages of completion.

## Dallas Variety Elects

DALLAS—Joe Jackson, Interstate Theatres, was elected chief barker of the Dallas Variety Tent for a second term. Also reelected were Bill Slaughter, Rowley United Theatres, first assistant chief barker; Ed Gall, Gall Novelty Company, second assistant chief barker; and Meyer Rachofsky, Mercantile National Bank, dough guy. W. L. Marshall, Schepps Enterprises, was elected property master.

## Gould To PR Agency

NEW YORK—Joseph Gould, formerly advertising manager of Paramount Pictures, has been named a vice-president of Bruck & Lurie, Inc., where he will coordinate creative activity in a newly formed department to handle motion picture business, it was announced by Walter Lurie, executive vice-president.

## Exhibs Seek \$1,000,000 To Combat Pay-TV

NEW YORK — John H. Rowley, new elected president of TOA, announced that TOA, as a national trade organization, has pledged all out assistance and has made a substantial contribution to the Joint Committee against Pay TV for the purpose of immediately launching a national \$1,000,000 fund raising campaign from the exhibitors of America to combat Pay TV.

The majority of the funds raised will be used to support the efforts of the exhibitors of California to place the issue of Pay TV before the people of California. At an emergency meeting held in New York, all of the major theatre circuits pledged substantial amounts of funds to supplement the \$500,000 the exhibitors of California have already committed.

## Republic Abandons Merger

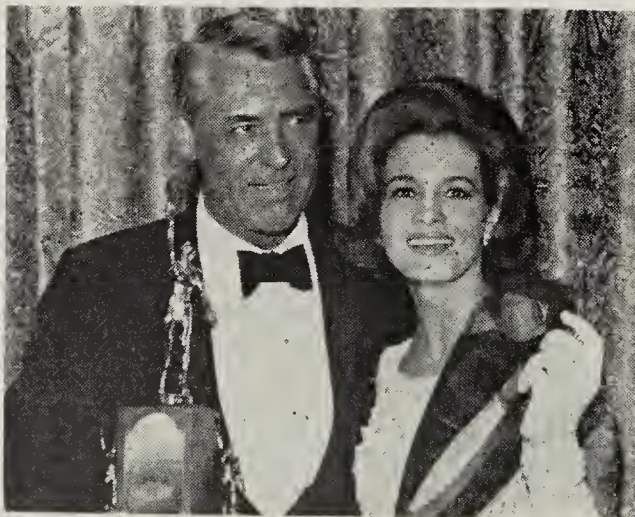
WASHINGTON, D. C.—The Republic Corporation has agreed to abandon its plan to merge with one of its principal competitors, the America Corporation. The merger had been challenged by the Department of Justice in a suit filed Dec. 6, 1961.

In a consent decree filed in Los Angeles, Republic agreed to the entry of a court order forbidding it to acquire any interest in the America Corporation or any other professional film processor.

Attorney General Robert F. Kennedy said the case remains pending against the America Corporation since it did not agree to the consent judgment.

## "Act One" To T-L East

NEW YORK—"Act One," Dore Schary's motion picture production for Warner Bros., based on the best-selling autobiography of playwright-director Moss Hart, will have its pre-release world premiere on Thursday evening, Dec. 26, at the Trans-Lux East in New York, it is announced by Morey (Razz) Goldstein, Warner Bros. vice-president and general sales manager.



Cary Grant, honored as "Star of the Year," and Angie Dickinson, as the film industry's "Most Exciting New Star" by the Theatre Owners of America at its recent New York City convention, are seen with their awards.

## Indiana Allied Approves Affiliation With TOA

INDIANAPOLIS—The Allied Theatre Owners of Indiana voted unanimously to affiliate with the Theatre Owners of America at their October board meeting, it was announced.

The action came after three years of activity, according to Dick Lochry, president of ATOI, during which time TOA had invited the Allied unit to join its ranks and sent representatives to meet with the Indiana board.

After subsequent meetings and much correspondence, Lochry said, a delegation was sent to the TOA convention in New York where the affiliation was finalized.

Lochry stated in the ATOI newsletter that the board had studied the proposal and felt that "TOA, as a going, growing organization, can offer Indiana a great deal on the national level."

He said that a direct line of contact with the industry on a national level was needed. What goes on in New York, he said, does have its effect on Indiana exhibition.

He said that the new affiliation with TOA "does not mean that Indiana will neglect any of its important activities for members on the state level. These activities, he said, have always been and will continue to be of first concern to this office."

ATOI wired congratulations to John Rowley, new president of TOA, in New York, assuring him that the next TOA convention would see a large Indiana delegation.

## UA Foreign Execs Meet

NEW YORK—A group of United Artists' top overseas executives have arrived for a series of home office conferences, following their visit to Hollywood where they participated in the international press preview of Stanley Kramer's comedy spectacular, "It's A Mad, Mad, Mad, Mad World."

Eric Pleskow, UA vice-president in charge of foreign distribution, will conduct a series of meetings on forthcoming product with the international officials.

The visiting UA sales executives are Norbert T. Auerbach, continental manager for Europe and the Middle East; Montague C. Morton, managing director in the United Kingdom; Leon Feldun, general manager for Germany; Lee Kamern, managing director of DEAR Films, UA distributor in Italy; Pano Alafouzo, director for the Near and Middle East; and Jaime Gallart, managing director of CB Films, UA distributor in Spain.

Publicity officials are Charles Juroe, supervising director of advertising and publicity for Great Britain, continental Europe and the Middle East; Emile Buyse, director of advertising, publicity, and exploitation for continental Europe and the Near East; Charles Berman, director of publicity for the United Kingdom; and Hellmut Gattinger, advertising and publicity manager for Germany.

## "Prize" To Music Hall

NEW YORK—Morris Lefko, Metro-Goldwyn-Mayer vice-president and general sales manager, announced that MGM's "The Prize" has been booked by Radio City Music Hall as the first picture for 1964. The announcement was in the form of a telegram from Russell Downing, president of the Music Hall, read to attendants at the MGM international sales conference, in session at the Culver City Studios.

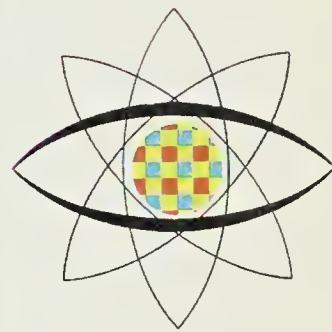


most exciting innovation since sound!!!!

**IT'S TOTALLY NEW!** *Theatre Color-Vision*, based on General Electric Company's revolutionary Talaria projector, adds a totally new dimension to entertainment and exhibition.

**IT'S NATIONAL!** *Theatre Color-Vision* initially will be made available to approximately 100 theatres in key cities throughout the country, presenting continuous closed-circuit programming in full-screen color.

**IT'S HERE NOW!** *Theatre Color-Vision* will be shown by personal invitation only to entertainment industry leaders for the first time November 19, 1963, at 2:30 P.M., Fox Village Westwood Theatre, West Los Angeles, California. Produced and directed by Tower Champion and Bill Colleran, this premiere showing will take place under actual theatre operating conditions utilizing existing lines of American Telephone & Telegraph Company.



# *Theatre Color-Vision*

*big-screen color entertainment in theatres.*

*continuous closed-circuit programming!*





First of the new Cinerama Dome Theatres is unveiled at world press preview of Stanley Kramer's comedy spectacular, "It's a Mad, Mad, Mad, Mad World," a UA release. Concrete geodesic dome was dedicated by Gov. E. G. (Pat) Brown.



L to R—Stanley Kramer, producer of the star-studded comedy spectacular, is seen with stars Ethel Merman and Sid Caesar. At right is James Velde, United Artist's vice-president. A heavy turnout of notables added lustre to the affair.



Addressing the world press gathered to cover the affair is Stanley Kramer. Seated, from L to R, are Arnold Picker, UA executive vice-president; Gabe Sumner, UA director of advertising and publicity; and Al Horwitz, of the Kramer organization.

## A Mad, Mad, Mad, Mad Trip

By Mel Konecoff

THERE ARE no lengths to which we will not go for our readers—even to going to Hollywood to report on a film and film makers. Stanley Kramer, a kind, beneficent, and benevolent producer-director, made a film called "It's A Mad, Mad, Mad, Mad World," and he thought it was so big that the whole world should be informed about it. What better way to do so than to invite newsmen from all over the world to Hollywood to see it, talk to the maker and stars, and while they're on the scene, see that Hollywood is on the march again determined to keep its designation as the entertainment capital of the world.

Kramer, United Artists executives, and a high school pep squad and band were at the airport to greet the chartered planes and occupants, and before you could say Fred Goldberg, we were at the Beverly Hilton press headquarters and one of the nicest hotels we have ever visited. The first evening, Kramer had everyone over to his house for dinner—catered, of course—under a tent set-up over the patio and near the pool, while an orchestra played and actor Vince Barnett in tuxedo and toupee let the guests have it for dropping cigarettes on the make believe grass. He almost got punched in the nose, so good a job did he do. We just happened to think, all the time we were there, the usual public reaction, curiosity, and adulation were missing in this town, but maybe it's natural because stars and personalities are a dime a dozen here.

The next morning, we were off to visit the Universal-Revue Studios where a tour of the back lot was most impressive, with hundreds of sets and thousands of props awaiting usage in both regular films and the numerous tv series. We passed a part of the company of "The Virginian" waiting for a set-up to be completed, with Lee J. Cobb relaxing on the sidelines.

In a huge make-shift dining room on one of the sound stages, Kramer extended a welcome again, terming Universal an entertainment capital by itself. This was seconded by Universal production head Ed Muhl and Revue chief Taft Schreiber, who offered the 410 acres and the building activity as faith in the future. At hand to take bows and talk to newsmen were Barbara Eden, Ben Gazzarra, John McIntire, Rock Hudson, Walter Lantz, Mervyn LeRoy, Gregory Peck, David Miller, Madelyn Rhue, Jane Withers, Milton Berle, Sid Caesar, Ethel Merman, Jonathan Winters, Frank Rosenberg, Roberta Shore, Roddy MacDowell, Ronald Reagan, Marie Windsor, Henry Jones, Hedda Hopper, and Bob ("Misty" and "Dog of Flanders") Radnitz. The latter told us he's working on a Universal picture, "Island of the Blue Dolphin," which may be released next summer.

A bit of relaxation at the famous Cocoanut Grove was in order at night. The next

(Continued on page 11)

## Studio Incentive Policy To Enrich WB Employees

HOLLYWOOD — A new studio incentive policy authorized by company president Jack L. Warner went into effect at Warner Bros. under which cash awards ranging from \$25 to \$5,000 will be paid to employees who submit acceptable ideas for improvements.

"This plan will permit all studio employees to contribute directly and individually to increasing studio efficiency and in helping Warner Bros. turn out the best possible motion pictures and television productions," Warner declared.

Amount of each award will be based on the value of the idea in terms of savings to the company or in improvement of the company's product. An awards committee has been set up to judge ideas submitted with Charles Greenlaw, head of the studio's production department, as chairman. Serving under him will be Jay Goettman, Art Schaefer, Al Green, and Ted Goldstone. Suggestion boxes have been placed at various points around the lot for the convenience of employees.

Warner urged all studio employees to participate in the plan, adding that "each employee has an opportunity through the plan to share his ingenuity and creativeness with the company. In turn, he shares in the company's earnings through the awards.

"The plan also assists the employee in obtaining recognition for his abilities. It encourages him to develop creative and constructive thinking and provides a two-way channel of communication between management and employees for the mutual benefit of both."

## RKO-Embassy Campaigns Set

NEW YORK—RKO Theatres held an extensive merchandising meeting for all New York RKO, Skouras, and Randforce division managers, district managers, and managers to help launch the campaigns of four Embassy pictures. These include the double Academy Award show, "Two Women" and "The Sky Above—The Mud Below," plus two additional separate shows, "Women of the World" and "The Conjugal Bed."

Matty Polon, RKO vice-president, was chairman. Fred Herkowitz, RKO's national director of advertising and publicity, and Robert R. Weston, vice-president in charge of advertising, publicity and exploitation for Embassy Pictures, and their staffs discussed all aspects of the campaign. The group of 100 men and women were also addressed by Harry Mandel, president of RKO Theatres, and Joseph E. Levine, president of Embassy Pictures, who was guest of honor at the presentation.

## Loew's Reports Profit

NEW YORK—Loew's Theatres, Inc., for the fiscal year ended Aug. 31, reported profits from operations of \$933,384, equal to 38 cents per share, and capital gains of \$1,581,098, equal to 63 cents per share, a total of \$2,514,482, equal to \$1.01 per share.

For the preceding year, operating profits were \$1,339,205 or 50 cents per share, capital gains \$706,057 or 26 cents per share, a total of \$2,045,262 or 76 cents per share, which did not include \$7,647,626 net profit on sale of radio station WMGM, equal to \$2.85 per share.



## Rowley To Address Meet Of Carolinas Exhib Unit

CHARLOTTE—John H. Rowley, president of Rowley United Theatres, Dallas, will be the keynote speaker at the 51st annual meeting of Theatre Owners of North and South Carolina, being held on Nov. 18 at the Queen Charlotte Hotel. This will be Rowley's first speaking engagement following his election to the presidency of Theatre Owners of America.

The association's annual stockholders meeting is scheduled for Monday morning, with R. E. Agle, Boone, chairman of the board of directors, presiding. Included in the agenda will be committee reports, election of 1964 officers and directors, and discussion of topics of paramount interest to the theatre owners in the Carolinas.

Allied industry personnel will join the theatre owners for the social hour and luncheon meeting immediately following the stockholders meeting. Outgoing president, H. George Meyer, Jr., Charleston, S. C., will preside during the luncheon meeting and will introduce the newly elected officers and directors. It is expected that Rowley will bring the Carolina exhibitors a message of timely importance, as well as outline future activities of the national association with regard to national problems.

With advance reservations received, it is expected that large group will be in attendance, both from the membership group as well as the allied industries. While the one-day meeting this year is a departure from past patterns, it is expected that the association will return to a three day convention in 1964, which will be held in conjunction with a trade show, similar to their 50th anniversary convention last year.

## Interstate Honors Mann

DALLAS—For his direction of "Lover Come Back" and "That Touch of Mink," Universal releases which jointly have grossed some \$21 million to date, Delbert Mann has been named "Top Money-Making Director" by Interstate Theatres, according to Raymond Willie, vice-president and general manager of the Texas circuit.

Mann is being invited to a special "Salute to Hollywood" event being planned by Interstate Theatres in Dallas later this year. He is currently directing "The Out-of-Towners," at Warner Bros.

## Would-Be Censors Outdated As Dodo, Goldwurm Says In Jab At Md. Solon

NEW YORK—Jean Goldwurm, president of Times Film Corporation and long-time battler against screen censorship took a solid jab at Maryland State Senator James Pine, member of a legislative committee seeking a stronger Maryland censorship law, who recently said that Jayne Mansfield's new picture, "Promises, Promises," should be "thrown into the garbage."

"All I know about the good Senator," Goldwurm said, "is that his political future is dark, indeed, if he tries to shove more censorship down the throats of his constituents. And I'd consider it a good bet that he'd run a very poor second to Miss Mansfield in any popularity contest or beauty competi-

## Gastonia, N. C., Demonstrations Off To Avoid Holiday Season Trouble

### Jessel To Be Toastmaster At Pioneer Zanuck Fete

NEW YORK—George Jessel will serve as toastmaster at the Motion Picture Pioneers annual dinner designating Darryl F. Zanuck, president of 20th-Fox, as Pioneer of the Year, it is announced by William J. Heineman, president of the Pioneers.

The dinner, Nov. 25 in the Imperial Ballroom of the Americana Hotel, will have President Dwight D. Eisenhower as guest of honor and principal speaker.

Jessel, whose show business career spans more than half a century, has devoted much of his time and energy in recent years to banquet and fund-raising functions, which long ago earned him title of "Toastmaster General." An artful monologist, he was for several years a producer of films for 20th-Fox.

This year's fund-raising raffle at the dinner will highlight two sensational grand prizes valued at more than \$10,000—a 1964 Thunderbird hardtop and a 14-day luxury European vacation for two via TWA Starstream jet.

Dinner chairman is Seymour Poe, executive-vice-president of 20th-Fox. His co-chairmen are Fox vice-president Joseph M. Sugar and Jonas Rosenfield, Jr., and Marvin Kirsh, veteran industry figure and vice-president of the Pioneers.

### Fox's Levy Retires

NEW YORK—Moe Levy, whose career in the motion picture industry covers more than four decades, has retired from the business and as manager of the 20th Century-Fox branch in Minneapolis, it was announced by Joseph M. Sugar, Fox vice-president in charge of domestic sales.

Replacing Levy is Howard Kinser, transferring from manager of the company's Washington, D. C., branch. Kinser's post is being taken by Sheperd Bloom, home office sales executive and at one time manager of the Fox branch in New Haven.

tion—even though I have no knowledge of Senator Pine's physical statistics."

Goldwurm, whose company is involved in a challenge to the Maryland censorship law involving an unlicensed showing of "Revenge at Daybreak," a Times Film feature which deals with the Irish rebellion, had this to add:

"This much I do know: censorship is on the way out, and diehards like Senator Pine are as outdated as the dodo and the segregationist. The American people are growing up. They no longer will accept restrictions which are planned to monitor the mind and prejudice what is right or wrong for intellectual or cultural consumption."

GASTONIA, N. C.—Racial demonstrations against two segregated downtown motion picture houses, which had been conducted nightly since Oct. 13, were called off Oct. 23 "at least until Dec. 16."

This was announced by the Rev. Leroy Worth, Negro minister and one of the leaders in the demonstration, in a communication to the management of the Center and the Webb. He said the truce was being called "because of the approaching holiday season. Demonstrators did not want to jeopardize the business of downtown merchants or to chance violence when the area would be crowded with shoppers."

The announcement came three days after the local daily newspaper, the Gastonia Gazette, in a front-page editorial, appealed to Gastonia's Negro community to tell seven local ministers who had been aiding in the demonstrations to halt the demonstrations and to stop breaking the law.

The newspaper said the demonstrations, touched off by the Rev. B. Elton Cox, High Point, N. C., field secretary of the Congress of Racial Equality, not only had set Negroes back "immeasurably in the progress they had made peacefully" in integration matters, but also had thrown a veil of fear and bitterness over the city that will require years to erase."

It pointed to integration gains in many fields, including integration of some motion picture drive-ins, that had been made before Cox arrived and began leading the marches on the two downtown theatres, and called on Cox to "get out of town and stay out." It said his "mule-headed approach," "rabble rousing," and "disturbing of our peace" had handicapped a biracial committee in its negotiations with the two downtown theatres regarding lowering of racial bars.

Some Negroes previously had publicly disassociated themselves from the demonstrations against the two theatres. There was no immediate comment from Cox to in connection with the newspaper editorial.

Meanwhile, at Lexington, where similar massive marches were conducted against downtown theatres during the summer, Negroes began another march on the downtown area the night of Oct. 27 after a meeting at a church which was addressed by the Rev. W. E. Banks Thomasville, state youth advisor of the NAACP, but was turned back by police on the basis of an ordinance which had been on the books since 1957. The ordinance prohibits marches, parades, processions, or mass gatherings in the downtown section without notification to the chief of police and the issuance of a permit at least five days in advance.

Police stopped the marchers and advised them of the ordinance. After Banks demanded to see for himself that such a regulation was on the books, he was taken to police headquarters and shown the ordinance. He then returned to where the marchers had been waiting and advised them to "turn around and go back to the church for the time being. We'll talk about it there."

Banks said, "I think this is a good law to be tested" but "the timing is wrong." He indicated that a test might be conducted later.



# Off-Track Betting Question Arouses Sharp Debate By N. Y. Industryites

ALBANY—Discussion by industry leaders and exhibitors of the possible advantages and disadvantages to the suggested plan by Charles H. Stark, president of Automatic Remote Systems, Inc., Baltimore for the extension of on-track betting through closed circuit tv in neighborhood theatres during afternoon hours—has served to focus attention on the effect which New York State legalization of off-track betting might have on motion picture houses and business, generally.

As the pressure for such approval has mounted in New York City and in the metropolitan area, the question of its implications for theatres becomes more pressing.

Stark believes his plan would provide better control of off-track betting than the proposal espoused by Mayor Robert F. Wagner, New York, approved three to one by voters, and bitterly opposed by Assembly Speaker Joseph F. Carlino, Nassau County.

It would also be more convenient to the public, and be of more direct benefit. State and counties would share in the taxes levied; tracks would receive the same monetary percentage on total money bet; the present ratio of illegal wagering would be sharply reduced. So Stark argued at a meeting of the Saratoga Springs Lions Club. Neighborhood theatres, either now closed matinees or attracting small patronage to such exhibitions, would also, theoretically, stand to profit from adoption of the plan.

Local sentiment for opening nabe houses to closer-circuit televised betting does not appear strong. New York City reaction could be different.

Meanwhile, the interrogation arises: Would legalization of off-track wagering be helpful or harmful to motion picture exhibition? The corollary query is asked: Would a State lottery affect exhibition? If so, how?

Some observers contend that okaying off-track betting would drain money from film exhibition, from department stores, and from other business endeavors. This school of thought holds that a sharp increase in betting would naturally follow; some or much of this money would be siphoned from low income groups, least able to lose; the sporting-recreation dollar is not indefinitely elastic. Speaker Carlino is one who makes that point with statistics gathered during a study of England's experience in legalizing off-track betting, as proof.

Mayor Wagner, Senate Minority Leader Joseph Zaretzki, and others argue to the contrary. They paint pictures of \$200 to \$200 million additional tax revenue to be garnered, annually.

A State lottery is considered by some persons in a more favorable light. However, no unanimity on its desirability exists.

The whole problem is inextricably connected with two factors: The crying need for new sources of tax revenue and politics.

What stand Governor Nelson A. Rockefeller might take in the controversy might depend upon his presidential aspirations.

## Sugar Prices To Go Up

YONKERS, N. Y.—Higher sugar prices are both inevitable and essential to insure adequate supplies of sugar in the future, Earle T. MacHardy, vice-president, Refined Syrups and Sugars, Inc., Yonkers, said.

## Cinerama To Continue Old Three-Panel System

LOS ANGELES—Nicolas Reisini, president of Cinerama, announces that, "due to many contradictory rumors about Cinerama going solely on a one-lens system, that Cinerama has no plans to discontinue its three-panel system."

"As a matter of fact, the most important picture of the decade, 'The Greatest Story Ever Told,' was architecturally conceived and photographed for the original Cinerama medium by producer-director George Stevens, and in which medium it will be presented."

"Even the most modern theatre, Pacific's Cinerama, which is about to open in Los Angeles, has three booths instead of just one, permitting the original Cinerama presentations as well as the single-lens projection."

## Kurtzman Exits Loew's General Manager Post

NEW YORK—Arthur M. Tolchin, assistant to the president of Loew's Theatres, Inc., has announced the resignation of Charles E. Kurtzman, general manager of theatre operations for the circuit since 1960. Kurtzman came to Loew's in 1936 from an executive position with the Fanchon and Marco circuit in St. Louis, as a manager and producer of stage shows in Washington, D. C. Subsequently, he headed Loew's northeastern division, out of Boston, for 17 years.

"It is with considerable regret that we accept Charlie Kurtzman's decision to retire from our company," said Tolchin. "His 27 years in our management have been marked by substantial contributions to our corporation. We all wish him well in the new endeavor in which he is planning to engage."

Kurtzman states that his future affiliation will be announced shortly.

## Moss To Rome, London

NEW YORK—Charles B. Moss, president of the B. S. Moss Enterprises, and the Criterion Theatre on Broadway, left via TWA for a visit to the film production centers in Rome and London to view recently completed product.

While in London, Moss will attend the Command Performance of "The Victors" on Nov. 18 as the guest of Carl Foreman. "The Victors" will have its American premiere at Moss' Criterion on Dec. 19.

## N.Z. Circuit Execs Resign

NEW YORK—Michael and Joseph Moodabe, founders and directors of Amalgamated Theatres, the largest circuit in New Zealand, have resigned from the operation effective immediately.

Michael has been managing director of the chain, a subsidiary of 20th Century-Fox, and Joseph has been assistant director.

Royce Moodabe, son of Michael, has succeeded his father as chief officer of the company.

## Defendants Ask Court To Reject Viking Appeal

WASHINGTON, D. C.—The U. S. Supreme Court was told by the defendants in the Viking, Philadelphia, case that they are asking that tribunal to reject an appeal made by the theatre in its anti-trust case because agreements between exhibitors not to bid against each other have been a common practice in the industry for years and that the Viking was not damaged by such agreements.

The defendants in an answering brief stated that the Viking had been able to license 34 of 75 films in which it expressed any interest during the period covered by the suit.

It was explained that the only effect of the product split between William Goldman Theatres and Stanley Warner Theatres was that they did not bid against each other.

The defendants in the treble damage suit told the Supreme Court that the Viking charges of unfair rejection of allegedly superior bids along with other discriminations, had been "considered by an appellate tribunal long experienced in motion picture anti-trust litigation . . . reached a unanimous result . . . there is no unique legal question involved and no factual issue warranting this court's review of a private controversy and contentions held by four judges to be meritless."

High bids made by Viking were not forced by an alleged conspiracy, but were "simply the result of the theatre's conceded errors of business judgment," it was argued.

It was noted that the first circuit court of appeals refused to hold splits illegal in Brown vs Western Massachusetts Theatres, and the defendants, Paramount, Columbia, Universal, United Artists, Warner Bros., MGM, 20th-Fox, William Goldman Theatres, Stanley Warner Management Corporation, and Fox Philadelphia Building, Inc., a subsidiary of the former National Theatres, also argued "the absence of injurious impact was overwhelmingly demonstrated."

## Seats For N. Y. Warner

GRAND RAPIDS, MICH.—American Seating Company has been awarded a \$56,000 contract to provide new seating for the Warner Theatre, now undergoing extensive renovation in New York's Times Square area.

A total of 1,504 new "Stellar" theatre chairs, upholstered in rose-pink nylon velour fabric, will be supplied for loge, mezzanine and orchestra. Designed with postural, acoustical, and sight-line considerations in mind, the chair will have special features such as extra-thick foam padding, edge-lighted letter plates, and special armrests.

The seating installation will represent the third made at the theatre by American Seating Company. The famous movie house will be known as the Warner Cinerama when it reopens Nov. 17.

## Schlaifer Aids Mental Health

NEW YORK—Charles Schlaifer, president of Charles Schlaifer and Company advertising agency, has been appointed by Gov. Nelson A. Rockefeller as one of three trustees to direct a \$330,000,000 expansion of New York State's mental hygiene and mental retardation facilities. Schlaifer also has been elected an honorary fellow of the American Psychiatric Association for his work in the field of mental health over the past 14 years.



# Texas-Size Welcome For "Take Her" Premiere

ABILENE, TEX.—Twentieth Century-Fox's "Take Her, She's Mine" was given a noisy gala world premiere here, climaxing the most exciting premiere celebration ever staged in the southwest. The debut of the romantic comedy stirred such enthusiasm that a second theatre was required to handle the overflow.

On hand for two days of whirlwind activities were the film's stars, James Stewart and Sandra Dee. Joining them for the fete was a list of notables that included mayors from 15 Texas cities, plus top officials from nearby Dyess SAC base.

Tickets for the premiere showing of the picture, at the Interstate circuit's Paramount here, had been sold out days before. But the clamor from townsfolk was such that it was decided to make it a dual premiere by taking the Queen for the evening. The house was quickly sold out.

Stewart and Miss Dee made personal appearances at both theatres, and were greeted with standing ovations.

The two stars, accompanied by Jonas Rosenfield, Jr., 20th-Fox vice-president and director of advertising-publicity-exploitation, flew to Abilene by chartered plane from Dallas. They were joined on the flight by Interstate officials, and a contingent of 40 newsmen, representing key television and radio stations, and including writers, columnists, and critics from more than 30 leading Texas and Oklahoma newspapers.

At the Abilene airport, Stewart and Miss Dee received a tumultuous reception from thousands of school children, who had been given time off from school to greet the celebrities. Stewart, moved by the warmth of the welcome, delivered an impromptu talk on Americanism.

While Stewart and his wife were tendered a banquet at the Dyess SAC base, Miss Dee and the visiting press corps were guests at a dinner in the fashionable Westwood Club.

Activities included a special screening of "Take Her, She's Mine" for the newsmen, followed by a tour for premiere guests of the Dyess base.

A noisy evening parade, headed by the stars and including five marching bands, wound through the heart of Abilene and concluded at the Paramount, where a police-estimated throng of more than 5,000 waited to cheer Stewart and Miss Dee.

## Cinema I-II For Pontiac

PONTIAC, MICH.—The Michigan upsurge continues. Harry Schneider, district manager, Redstone Management of Boston, in Michigan, Ohio, and Kentucky, announced that in November construction would commence on Cinema I and Cinema II, a common lobby dual auditorium structure. One side will seat 1,150, the other 750. Completion is scheduled for April, estimated cost \$750,000.

The location is a 10-acre site adjoining the Miracle Mile D-I which the firm recently acquired from Elton Samuels, and the Miracle Mile Shopping Center on South Telegraph Road near Square Lake.

Plans are identical to those being used in West Springfield, Mass., and Toledo, O., where construction is already under way.

These are to be luxury houses, as will the ones here. Newark, N. J. based Manuel Lima, Redstone executive, who visited here in connection with the project, revealed some of the details.

## A Mad, Mad, Mad, Mad Trip (Continued from page 8)

day, most of the newsmen were off to Disneyland while tv reps filmed interviews with the stars at the hotel. We wish we had more time to spend at the fabulous entertainment center and partake of the wonderful Disney hospitality. A visit to the Jerry Lewis television show, which was devoted in its entirety to "It's A Mad, Mad, Mad, Mad World," with most of the stars participating, was next. This seemed to us to be one of his better shows.

Another day and this time interview sessions were divided into several parts, with the morning being devoted to Stanley Kramer, Ethel Merman, Milton Berle, Terry Thomas, Jonathan Winters, etc. The general press had a ball with the comedians and Merman until Kramer showed up. Then the questions became a bit more technical and more concerned with film making.

The question of budgets came up, with the estimate on "World" having been brooded about at nine million dollars. Kramer opined that the budget of a film should be determined by the film property and its needs. This picture, said he, cried for largeness. Also, you can make a picture the largest of sizes, but if it hasn't got it, you're wasting your time and money. Kramer intends directing all of his pictures from here on in, and this includes the next two for which no dates have been set, "Ship of Fools" and "Andersonville."

He was asked why "World" was made in Cinerama, and he replied that he had the feeling that physically it would play better for a total thrill that way. As far as audiences are concerned, they won't be aware of the medium once the film gets under way, he felt. He admitted that there were certain problems at the start, what with all the comic personalities in the film, but this was soon resolved when it was determined that the picture would not be a solo starring effort but rather one of combined cooperation. Why the four "Mads" in the title, he was asked, and he admitted that it was just a whim. It sounded better with the repetition. Kramer candidly admitted that he didn't know what the people wanted in entertainment, so he makes a film to satisfy himself and hopes that others will like it. He reported that it will go out in Cinerama houses first, after which it will go into general release several years from now in the more conventional 70mm perhaps.

Kramer had some kind words for television as well, claiming that it's given young people a chance who are now making motion pictures successfully. He, himself, doesn't think of himself strictly as a movie director but rather as someone who is associated with entertainment. He refuses to think of anything strictly as a commercial venture or of film making as an industry, preferring to think of the industry as an art form. He hoped his film would not start a trend in Hollywood.

Berle was very funny, noting that his future included four pictures for Kodak and two for Polaroid. Terry Thomas was not about to desert England for America as far as moviemaking was concerned, even though he liked making pictures here. He also was reluctant to give up comedies for more serious roles. Jonathan Winters paid tribute to Kramer for giving himself and others a chance in films, and Merman liked switching from musicals to more serious roles, feeling it opened up a whole new era for her.

Kramer further declared that in most areas abroad, native dialogue would be dubbed onto the film by top actors in each country. There are no plans for distribution in Russia, nor does he plan to shoot one there although he has been invited to co-produce a feature. He wasn't particularly in favor of subsidies to the industry, feeling that good product obviates the need for them. Questioned about film festivals, he opined that one American film festival should take place each year in Washington, D. C. He has yet to find a legitimate one, feeling that the prizes are generally divided as to custom and not on merit.

The majority of the press was impressed with the Cinerama Dome Theatre where the film was screened and with the show that followed in the International Ballroom of the Beverly Hilton, attended by Governor Brown and other dignitaries, including Max Youngstein.

The following morning, Kramer and some of the stars were on the griddle again, and he admitted that "Mad" might be edited down a bit more before general release. Thirty-two stunt men were involved, and plastic face masks of the stars allowed for greater close-ups with the stunt men. He was questioned regarding pay-tv, and he admitted not knowing much about it, although if this is where entertainment was heading then he would plan on operating in that area as well.

A vote of thanks for his hospitality, frankness, and friendliness was loudly given Kramer by the assembled newsmen. The press room set-up, incidentally, was the best we have ever seen, with batteries of typewriters in English and other languages available as was a switchboard to place calls all over the world, a mailing desk, a transportation desk, a Western Union desk, a photo bulletin board to show the extensive coverage daily, etc., etc. Everyone connected with the operation can take a bow, and we're not going to try and list them all because we always get into trouble leaving a few out. Kramer and company have class, say we.

Finally, it should be noted that the colorful program book has been published by George Schaefer, Jr., and David March, and will be available at each engagement.

## Technicolor Ups Smith

BEVERLY HILLS, CALIF.—The appointment of Delbert K. Smith as a vice-president of Technicolor Corporation was announced by Melvin H. Jacobs, president of the company. Smith will head up the Technicolor Consumer Products Division. Smith was formerly president of Hawaii Color, which was acquired by Technicolor in 1961. Shortly thereafter, he was made general manager in charge of the company's Consumer Products Division.

## Loew's Names Talent Director

NEW YORK—A sharper emphasis on live talent in Loew's Hotels seven-property chain was indicated by the appointment of Larry Gengo as talent director. Preston Robert Tisch, president of the hotel firm, said Gengo would be responsible for booking entertainment for hotel clubs and lounges and would also handle "in person" appearances of name attractions on the stages of Loew theatres when such bookings appeared desirable.



# LONDON Observations

By Jock MacGregor

NEVER CAN I RECALL such bitter feelings in the industry. After weeks of rumblings, the delay which pictures are experiencing in getting circuit release has burst into a public issue. With only two worthwhile outlets, product has piled up. Particularly affected would seem to be British Lion. Arguments which really are of a domestic nature have been aired on television and in the national press. If these have not confused the public, they have certainly damaged the industry's image. Certain titles of affected films have been bandied around, and I cannot but believe that this can be reflected on them in the end.

Now the Federation of British Film Makers, which bars exhibitors from membership and includes many British Lion producers, at an emergency meeting has advocated that the quota be increased from 30 to 50 per cent. Many are shocked at this since Rank and ABC considerably exceed their quotas. British pictures are box office, and they believe that an increase would be unnecessarily hard on exhibitors. They are additionally surprised by the decision since MGM British Studios, Paramount British, and other companies with strong American affiliations are members.

**JACK GOODLATTE** used Jim Carreras' enjoyable Hammer Columbia showmanship lunch in honor of those managers who topped the break figure with the "Scarlet Blade"—"Son of Capt. Blood" unit program to put ABC's view. "There are many persons both within and outside the industry who are inclined to blame the two major circuits for the difficulties which beset British producers," he said. Last year, he stressed, ABC played 42.5 per cent British features and 54.5 per cent supports. He revealed that not only would they exceed 45 per cent this year but also play 26 British tops in their main London houses.

After revealing that 59 quota films were already completed or in production and would be available for 1964, he continued, "Numbers alone are no guarantee to producers of a healthy industry. There is abundant evidence that certain British films, given the same opportunity of playing times and terms as non-British product, have failed in just the same way as indifferent foreign films. Despite any legislation, discussion, or argument, the only yardstick of a picture is whether it has the qualities to appeal to the public. ABC, and all other exhibition sources, realize that they have a deep responsibility to British producers. They also have an equal responsibility to the public in providing them with the best available entertainment. With a greatly increased quota, exhibitors may be forced to play more indifferent British films. This can only reduce box office takings with obvious repercussions on the industry as a whole. So far as the present situation is concerned, could it not be that some distributors have financed more films than the market can absorb through their own lack of foresight? It is paradoxical that they should now blame the exhibitors, many of whom are screening British films far in excess of statutory requirements. I must emphasize that ABC are anxious to get together with all sides of the industry in an effort to resolve this problem. Unhappily, I feel there are too many sectional interests who cannot or will not consider the problem from the point of view of what is good for the industry as a whole. A situation like this demands clear thinking and clear speaking by people who are prepared to place the industry before their own personal interests."

NICE TO BE ABLE to welcome American International's James H. Nicholson to the ranks of British producers. In conjunction with Anglo Amalgamated's Nat Cohen and Stuart Levy, he is making Edgar Allen Poe's "Masque of the Red Death" at the Associated British Elstree Studios. Starring Vincent Price, it will be directed by Hollywood's Roger Corman. Distribution here will be through Warner Pathe with AIC's man in Europe, genial Bill Levy, keeping an eye on sales. . . . The Film Industry Defense Organization in its half yearly statement reveals that it acquired covenants to 62 features at a cost of \$674,310 to prevent them being televised in the UK. Negotiations are pending for a further 68. To date, \$4,730,300 of the monies collected at theatres have been spent on acquiring 899 covenants. . . . In drawing attention to the fact that Rank shares have doubled in value since Dec. 29, the Daily Mail described John Davis as a "brilliant manager." . . . Exhibitor Bill Maelor-Jones launched his Crusader Films with Allied Artists' "Angel Baby," which has not previously been distributed here, and not only drew most top critics but garnered excellent reviews. . . . With a fantastic \$403,200 in the Dominion box office for "Cleopatra," Percy Livingstone points out that nearly half of Rank's advance rental guarantee of \$840,000 has been amortized in 13 weeks. . . . There was a big turnout of film leaders for Keki M. Modi's cocktail party at the Dorchester for his London friends, and it was an added pleasure to be able to say hello again to Paramount International's James Perkins, who has been checking European offices. Keki, with many exhibiting and other interests, is India's "Mr. Show Business." . . . Joe Vegoda has announced that British Lion has acquired an interest in Regal Films International and that Michael Green has resigned from the company, which will distribute BL's major reissue program. . . . Golden Era's Leslie Greenspan has signed with Rank's Fred Thomas to distribute 26 big UI reissues. . . . Earl Mountbatten of Burma will attend the Variety Club preme of "Mad World." Advance reviews from Hollywood appearing in the British press are glowing. . . . From MGM's Mike Havas came three samples of Greek wines to remind me that "Cool of the Day" is in town. To stress the news value of the Garbo revival seasons, Eddie Patman has prepared the campaign book in the form of a newspaper. . . . It is going to be "by royal appointment" for Carl Foreman, whose "The Victors" is having royal premieres in London, Stockholm, and Denmark for a start. . . . Seeing me wandering along Film Row minding my business, Harold Baim pressganged me into seeing his latest color featurette for UA, "The Money Makers," which is a fascinating study of how it is done—the actual making of it at the Royal Mint and not the theory of hard work, etc. Now he is off to the Champagne Country for another picture, kidding everyone that he is sick to death of "Bubbly."

## COMPO Officers Reelected; Stress On Censorship

NEW YORK—The Council of Motion Picture Organizations met at the Americana Hotel and reelected Samuel Pinanski, Ben Marcus, and Eugene Picker, the governing committee; Russell V. Downing, treasurer; and Sidney Schreiber, secretary, Charles E. McCarthy received a new three-year contract as executive vice-president.

McCarthy emphasized the necessity for organizing all segments of the industry to fight the changing but potent threat of censorship. Reading a report by the MPAA's Manning 'Tim' Clagett, he noted that strong censorship drives are expected in New York, New Jersey, and Maryland. He said that the recent Marano hearings in New York State tended to point to a shift in emphasis from a drive for classification to a drive for the right to bar children from the theatres.

Reports were given on COMPO's Bill of Rights campaign; the fight against the Federal admission tax; the drive for increased production; and plans for the organization's annual dues drive.

Tribute was paid to the late Eric Johnston and Herman Robbins.

## Awards Theatre Equipped

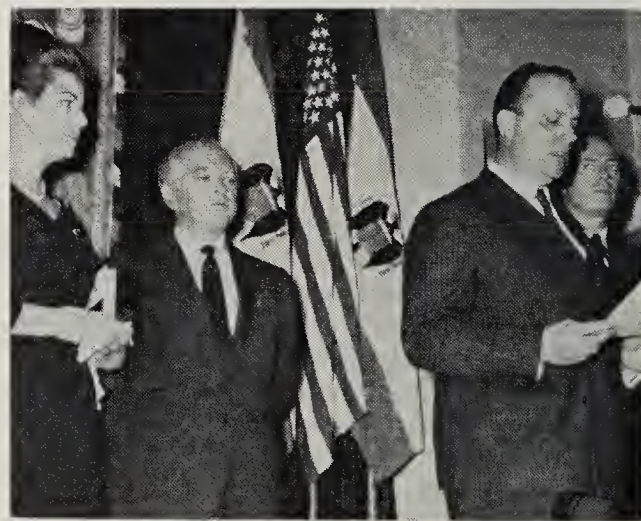
HOLLYWOOD—Installation of new projection equipment which will enable all users of the Academy Award theatre to screen films produced in any currently known process, except Cinerama, is underway.

President of the Academy Arthur Freed said installation of the equipment would make the theatre, located at 9038 Melrose Ave., Hollywood, one of the most modern and well equipped auditoriums of its kind.

The addition of two 70/35mm projectors and a complete six channel sound system will enable the theatre to present screenings of 35mm and 70mm films nominated for Awards consideration. In the past, films produced in those processes had to be screened for Academy members in commercial theatres.

Freed pointed out the equipment will also make it possible for the Academy to screen a broader selection of films in other presentations for members and allow studios and other renters of the theatre sponsoring press previews and invitational screenings to show a far wider range of films there.

Authorization of expenditures of up to \$60,000 for the equipment and installation was passed by the board of governors.



American producer Samuel Bronston recently was awarded the Encomienda of the Order of Isabel La Catolica, and seen, left to right, are Mrs. Bronston; Bronston; Sr. Fraga Iribarne, Spanish Minister of Information and Tourism; and Robert McBride, Charge d'Affaires of the American Embassy in Madrid.



## ALBANY

An 800-car drive-in is under construction by a Plattsburg business man on a site near that northern New York State city. John G. Wilhelm, an officer and booker of Wilhelm-Thornton chain, reportedly will service the new automobiler. . . . Attendance was "on the house" the final night of the season at Overlook Drive-In, Poughkeepsie, conducted by Sidney Cohen. Gratis admission for three features was advertised as management's way of saying "Thanks for your patronage." A "See you next Spring" line was added to newspaper ads. . . . George Powers, Stanley Warner Ritz electrician, was in a hospital for a check-up. John Lanahan substituted for him. . . . Jim Fisher's Hollywood Drive-In, outside Troy, advertised, "First and only drive-in with safe in-car electric heaters. Free use of heater with this ad." . . . United Artists' "Lilies Of The Field" had its premiere at the Hellman under sponsorship of the "Mothers' Auxiliary Of The Holy Names."

## ATLANTA

H. B. Meiselman, Charlotte, N. C., will construct their third theatre in this area. The new house will be the Belvedere, a 935-seat house to be built in a new shopping center known as Columbia Village on a nine-acre tract across from the existing Belvedere Center. . . . Eddie Foster, for many years with several major exchanges in Atlanta, and who 10 years ago entered the drive-in theatre field with the Jet Drive-In, Montgomery, Ala., died in Montgomery after a long illness. He was 65. . . . Mrs. Betty Dryden, United Artists cashier, is resigning her position to go to Baltimore, Md., with her husband. . . . A tear gas bomb was exploded in the recently integrated Savannah, Savannah, Ga., routing about 45 persons watching a late evening show. . . . J. V. Bello, assistant branch manager, American International Pictures, and his wife are on a trip to Los Angeles. . . . Georgia Theatre Company announced it will build a 1,000-seat house in the new Cobb County Shopping Center. . . . William B. Jones, who joined the Irvin-Fuller Theatre Circuit in 1959, has been named manager of the Fox, Columbia, S. C. . . . O. A. "Pete" Robbins has sold his H&R Drive-In, Geneva, Ala., to the McLendon Theatre Circuit. . . . Eddie Watson, Strand, Montevello, Ala., was still hospitalized in New Orleans.

## BOSTON

Sterling Hayden was in for Columbia Pictures as part of a 10 city tour in behalf of Stanley Kubrick's "Dr. Strangelove: Or How I Learned to Stop Worrying and Love The Bomb." Hayden, who grew up around Boston and has many friends here from his early days before film making, visited around the Hub and at T Wharf, his old stamping ground. John Markle, Columbia exploitation chief in Boston, made all the tv stations and six radio stations with Hayden and ran a press conference luncheon in the Sheraton Plaza Hotel. The picture opens at the Astor in Boston for its New England premiere on Jan. 22, 1964. . . . Ben Sack, Sack Theatres, Boston, has completed arrangements for the biggest moveover in the history of motion pictures here. He is moving "Cleopatra" from the Music Hall to the Gary, and target date for the moveover is Nov. 15. . . . Kirk Douglas opened in his first starring stage role in "One Flew Over the Cuckoo's Nest" at the Shubert Monday, Oct. 28, to mixed reviews. Two drama critics gave the show favorable notices.

Kevin Kelly, Boston Globe and Alta Maloney, Boston Traveler. Two negative notices came from Fred Guidry, Monitor and Elliot Norton, Record American. Elinor Hughes, Herald critic, gave a yes to Douglas' performance, but a no to the play.

## CHARLOTTE

The Carolina at Charlotte announced that beginning Nov. 6 it would return to a policy of continuous showings after a 22 month period as a Cinerama and special engagements house. . . . Kermit High, city manager of the Wilby-Kincy Theatre Corp., said the new policy would begin with the showing of "The Caretakers," starring Robert Stack and Joan Crawford. This film will follow "Lawrence of Arabia," which has been shown twice daily since late September. . . . The Carolina became a Cinerama theatre in December, 1961, with the showing of the first Cinerama film, "This Is Cinerama." Subsequently, all Cinerama pictures were shown, including the new ones, "Wonderful World of Brothers Grimm" and "How the West Was Won." It expects also to show the next Cinerama picture, "It's a Mad, Mad, Mad, Mad World" early next year, but for the remainder of the year will show other films.

## CHICAGO

Teitel Film Corporation named representatives for western territory of Lionex Corporation, New York film importers. "Good Soldier Schweik," German film, will be first release. . . . Whiteway Sign Company's theatre installation trucks have been radio equipped for quick service to the amusement trade. Bob Flannery, president of the firm, reports that the company is also servicing other commercial installations throughout the Chicago territory. . . . Andau Amusements, Inc., has been formed by A. I. Allen at Blue Island, Ill. . . . Mr and Mrs. Barney Balaban were here from New York to attend the Richard Balaban wedding. . . . Secretary of State Charles F. Carpentier, owner with his brother of theatres in the East Moline territory, is a candidate for the State gubernatorial nomination at the next election. His campaign fund was increased by more than 50 thousand dollars at a dinner meeting held at the Conrad Hilton Hotel. . . . Gwendolyn Lee Morrison, eight, likes movies. So much so that after the cashier of the Logan let her in free to an afternoon performance, she stayed on and was not discovered until 6 a.m. the following morning by the janitor. The parents and squad officers, who had been searching throughout the night, were greatly relieved when she was found. . . . The David Wallersteins entertained at Sarah Siddons for Stanley Kramer, producer of the Cinerama film, "It's a Mad, Mad, Mad, Mad World," which opens here in November. . . . Joan Crawford was chairman for the Mental Health Association meeting at the Conrad Hilton Hotel. . . . Mrs. Seymour Simon, whose husband is attorney for Allied Theatres and president of County Board, is home after being hospitalized at the Chicago Lying In hospital. . . . Three Yum Yum girls from "Under the Yum Yum Tree" were here for two days of press fanfare for the film's opening at the United Artists. . . . Eddie Seguin, B and K's publicity chief, reports that the red carpet will be out for the Nov. 13 arrival of Otto Preminger, producer of "The Cardinal." . . . Sterling Hayden will arrive Nov. 8 for a three day visit to boost Columbia's "Dr. Strangelove, or How I Learned to Stop Worrying and Love the Bomb."

## CINCINNATI

Joe Alexander, RKO district manager, and a director of the non-profit Cincinnati Unlimited, reported following a breakfast for leading business and civic leaders, that the promotion to "accent Cincinnati's assets" begins in December stressing art, theatre, and music facilities. . . . Theatre Candy of Ohio, concession supply house during the past 15 years for Ohio Valley theatres, has moved to 5951 Carthage Court. . . . An informal reception for Sterling Hayden was held at the Hotel Sheraton Gibson, following his appearances on tv and radio promoting "Dr. Strangelove," scheduled to play here early next year. . . . Kenneth Perkins, Guild manager, has resigned to allow full time for study as a junior at the University of Cincinnati.

## COLUMBUS, O.

Frank Yassenoff has reopened the New Main, which was closed during the summer for renovation. . . . Holiday Inns of America announced plans for a 12-story, \$2.5 million motor hotel in the Market-Mohawk urban renewal area, which is adjacent to the downtown theatre area. . . . George Hahn has been substituting for Mary Jose, Columbus Star theatre editor, while the latter vacations. . . . Sam Shubouf announced the booking of the touring stage musical, "Camelot," for Loew's Ohio the week of Dec. 9. The Hartman, only legitimate theatre here, remains dark and its future is uncertain. . . . Columbus and Franklin County Historical Society is set to place a plaque on the facade of Loew's Ohio, commemorating the fact that the theatre is on the site of the old Columbus City Hall, which was destroyed by fire in 1921. . . . Mrs. Golda Mae Edmonston, president of Columbus City Council, cut the third anniversary cake at RKO Grand in the Cinerama celebration.

## DALLAS

Bob Callahan, Dallas based film producer, has a crew at work in an open field near Cleburne, Tex., erecting a frontier town for his location shooting. . . . W. H. Gotcher,

**More  
light  
+  
slower burn=  
lower costs**

**NATIONAL**  
TRADE MARK

**PROJECTOR  
CARBONS**



manager, Buckner Road Drive-In, who had been ill for some three months, died here. Funeral services were held in Decatur, Tex. Gotcher had worked for Stanley Warner of Texas for eight years. . . . Solly Baiano, talent executive for Warner Bros., was here on a talent search. He is searching for a young actor to play the lead role in the tv series based on "No Time For Sergeants." Baiano is also searching for young actors and actresses to be given tests for television or motion pictures. . . . Bob Hartgrove, general sales manager, Diamond International Films, has appointed Scott Lett. Howco Exchanges as the distributor of "Naked Youth" and "Beauty and the Cave" for the Memphis, Atlanta, and Charlotte territories. . . . Janet Dey, Marissa Mathes, and Vicki London, who are three tenants of Jack Lemmon's Centaur Apartments in the film, "Under the Yum Yum Tree" paid a visit here on a promotion tour. The film will open at the Esquire. . . . Wayland Lillard, sales manager, local Paramount exchange, has been promoted to manager for Paramount at the Memphis exchange. He began as a shipper in 1941. . . . Lloyd Henrich, who was employed at Paramount, will take over duties of head booker at Buena Vista succeeding Bill Burke, who has retired. . . . Jonas Rosenfield, vice-president in charge of publicity and exploitation for 20th-Fox, was in to join the premiere festivities party for the world premiere of "Take Her, She's Mine," held in Abilene, Tex. The cast was headed by James Stewart and Sandra Dee, who will make other appearances throughout the state. . . . J. Carrol Smith, head booker at Warner Bros., is improving nicely recovering from an illness at his home. . . . Symphay was being extended to Kyle Rorex, Texas COMPO, on the recent death of his father. . . . Lewis Dreisback has been promoted to sales manager at the Memphis exchange of Universal. Truett Hall has been promoted to the post formerly held by Dreisback in the local Universal office. . . . Village Kitchen Foods of Dallas will sponsor a barbecued beef contest in the snack bars in Texas, Oklahoma, and north Louisiana theatres. Grand prize will be an all expenses paid trip for two to Mexico City via air; other prizes will be television and radio sets, plus key chains. . . . Mel Kelley, local manager for Stanley Warner of Texas and four of the circuit's drive-ins, staged a gigantic weiner roast as part of a special Halloween midnight show promotion. Kelley was at the Hampton Road, P. V. Victory at the Lone Star, and Ray Trojahn at the Chalk Hill. . . . Film producer-director Otto Preminger is scheduled to come to the city on Nov. 20 for an unusual, open-to-the-public preview of his new film, "The Cardinal." The preview will be held at the Esquire and will be shown to a combination of regular patrons and representatives of the press, radio, and television. The film will return in December for its regular run. . . . "It's A Mad, Mad, Mad, Mad World" will open at the Capri on Dec. 20.

## DES MOINES

The City Council at Le Mars, Ia., has granted permission for construction of a drive-in theatre to Phil March, who operated the Royal, Le Mars. The land for the new drive-in has been purchased. . . . Allied members from Nebraska and Iowa held a regional meeting in Des Moines to hear a report on the recent National Allied convention. . . . The American, Corning, Ia., has reopened on a Saturday-Sunday schedule. . . . Robert Herbold and Bud Chapman have reopened the Gem, Merville, Ia., after purchasing the



The executive committee of the Kennedy Child Study Center in New York and the Lt. Joseph P. Kennedy, Jr., Child Institute of Washington, D. C., have mailed invitations for the benefit New York premiere on Nov. 17 at the New Warner Cinerama Theatre of United Artists-Cinerama's "It's A Mad, Mad, Mad, Mad World," to be followed by a dinner-dance at the New Hilton Hotel. Shown are Mrs. William S. Paley, left; Mrs. Joseph P. Kennedy, center; and Mrs. Gardner Cowles.

house at a public auction. The house, which was completely renovated, opened with a free movie. . . . Chuck Larson has been appointed manager of the Strand, Fort Dodge.

## HOUSTON

Bobby J. Porter, a bachelor, caught "The Running Man" in a contest conducted by the Houston Post and won \$125 in cash, four tickets to see the motion picture, four dinners, and a wrist watch. He also received among the prizes a permanent wave and a lady's slack outfit. The "Running Man" was identified as Jack Rademacher, a publicist for Sidney Balkin & Associates, representatives for Columbia Pictures. The film was being shown at the Majestic. . . . Howard Skelton, manager, Metropolitan, has hired Yvonne Westerman and Lana Storenski as candy girls. They are the first two teen-agers to get part time jobs through the recently organized Youth Employment Service. Skelton hopes that the two girls will join the list of local people who have left his lobbies on the road to success. He pointed out that many have become doctors, lawyers, teachers, and entertainers. Skelton said that he has found that the teen-agers provide faster service, are more pleasant, and have greater stamina than adults he has hired. He has found over the years they handle lots of money without any thought of dishonesty and that discipline is no problem among the youngsters. . . . The Village will offer a once-a-week series devoted to Metro-Goldwyn-Mayer musical comedy films beginning on Nov. 6. . . . After the run of "How the West Was Won" closed on Oct. 31, the Windsor closed for a week to refit for "Under the Yum Yum Tree." Charles Paine, general manager, said a conventional screen was installed with new projectors, as the Windsor is equipped only for Cinerama. . . . John Rickert, former motion picture distributor, is operator of the Sans Souci, a newly opened night club here. . . . Dorothy Lesser, former publicist for Warner Bros., is presently making Houston her home. . . . Paul Groesse, art director for Metro-Goldwyn-Mayer, flew into Texas to look at possible sites for the Magic Harbor Amusement park in Galveston, Tex. Groesse, art director for the park project, is a five time winner of an Academy Award. . . . Joyce Stilwell has taken over public relations duties for Ned Bobkoc's Hamlet, which will start a "Cinema Cabaret" which will show select old movies each Tuesday night when the night club is normally closed.

. . . A "Spook Frolic" and free weiner roast was held at the Airline, Hempstead, Winkler, Irvington, Pasadena and Sharpstown Drive-Ins.

## JACKSONVILLE

W. A. "Bill" McClure's staff at Universal are determined to get their share of the \$50,000 in prize money out of a six-months company sales contest beginning on Dec. 29. . . . The same determination has been expressed by Johnny Tomlinson's staff at Warner Bros. in the sales contest now underway. . . . Ilton Thorn has released the Gulf Theatre and the Tropical Drive-In, both located at Venice, Fla., to William Mitchum. . . . Mrs. Al (Betty) Rook is now working with Fred Mathis, Paramount manager, at the Florida Theatre Bldg. The Rooks formerly lived in Atlanta where they operated a booking agency. Al is now based in Jacksonville as an independent film salesman and is currently working on Florida bookings of "The Blood Feast," which is being distributed by Harry Kerr, Dominant Pictures of Charlotte. . . . John Giddens, owner of the Circle G Drive-In, Burlington, N. C., is now in Florida working on advance exploitation campaigns for "The Blood Feast." . . . Herman B. Meiselman has secured the 50th worldwide opening of "Cleopatra" for the Christmas Day grand opening of the Cedar Hills, a new 918-seat indoor house still under construction, which is being leased to Meiselman by owners of the Cedar Hills Shopping Center. C. H. "Danny" Deaver, manager of Meiselman's first-run Town and Country, will serve as managing supervisor of the Jacksonville premiere of "Cleopatra." It will be shown at two performances daily with prices ranging from \$1.90 to \$2.50. The deal was consummated here between Meiselman and Henry Harrell, 20th-Fox manager for Florida. . . . Three Filmrow romances blossomed into marriage. Julian Farah, Jacksonville Film Service, was married to the former Marcille Thomas at Kingsland, Ga. Barbara Wood, secretary to booker Tom Sawyer, at FST, became Mrs. Robert Carter in a local church ceremony. Marisa Ramsey, also an FST home office worker, was married to Richard T. Smith. . . . Special birthday greetings from WOMPI went to members Dorothy Zeitlinger, Linda Johns, Edwina Ray, Laura Kenny, Lenore Kirkwood, Flora "Miss Flo" Korch, and Enidzell "Easy" Raulerson.

## MIAMI, FLA.

Harvey Fleischman and Van Myers, Wometco Enterprises, Inc., vice-presidents, attended the TOA convention in New York City. . . . Refusing to give up, the Hialeah, Fla., City Council again was trying to put an end to the showing of nudie films at the Hialeah Art. The councilmen ordered City Attorney Ralph Miles to seek an injunction against the theatre, but Miles didn't like the idea. "The more we harass them, the more publicity they'll get—and the more money they'll make," stated the city attorney. Miles gave up filing an injunction last May, he said, because other Dade County cities' similar suits had proved fruitless. "I don't see where there's any use for us to file a suit as long as all their films bear the seal of the New York State Board of Review," Miles protested to the councilmen. In May, the council banned obscene films, instructed Miles to get a public nuisance injunction against the theatre, and requested the State Legislature to form a state review board to judge art films. . . . United Film Studios, Inc., has purchased the



old Thunderbird Film Studios, in North Miami, for \$250,000. United president Howard Warren, long the area's chief film technician, stated that he plans to add two more sound stages to the three already on hand, "so that we will be completely equipped to handle all kinds of film production." Warren, who is associated with Ivan Tors and Howard Koch, plans production of a new tv comedy series called "Pioneer Go Home," as well as a series of tv films based on their successful full-length feature, "Flipper." . . . Fernando Crespo has been promoted from assistant, Town. to assistant, Carib, Miami Beach, following the resignation of T. P. Hight. William Turner, formerly floor manager and chief of staff, Carib, has been promoted to be assistant, Town. . . . Free children's shows were set for the school holiday on Nov. 11 at the Ace Capitol, Center, Rosetta, Tower in Miami, the Essex and Palm Springs in Hialeah; the Gateway, Ft. Lauderdale; Plaza, West Hollywood; Grand, West Palm Beach; and Sunset, South Miami. . . . John Reed, Parkway, was winner of \$75 (tax paid) for leading the field in Wometco's Quarterly Manager Plus Contest Reed led with 95 points. Runners-up with 90 points each were Cecil Allen, Mayfair; Mary Lawrence, Sunset; and David Haggerty, Gateway.

## NEW HAVEN-HARTFORD

Maurice "Bucky" Harris, Universal's exploitation department, was in Hartford and New Haven ahead of "Charade" and other major product. . . . Richard Wilson, Lockwood and Gordon's East Windsor Drive-In, ran a benefit screening of MGM's "A Ticklish Affair," supported by Warners' "Wall of Noise," the evening's proceeds going to the Melrose 4-H Band Fund. Musicians performed prior to showtime. . . . Stanley Warner is running distinguished product-of-the-past "for discriminating tastes" on Tuesdays at half a dozen Connecticut showcases, advertising the playdate as "Cinema Guild Presentation." Popular price scale is in effect at the Capitol, Willimantic; Garde, New London; State, Manchester; Palace, Norwich; Strand, New Britain; Bristol, Bristol. Typical attractions: Columbia's "Pal Joey," Universal's "Flower Drum Song," and 20th-Fox's "Carousel." . . . Sperie P. Perakos, vice-president and general manager, Perakos Theatre Associates, anticipates a West Hartford "Salute to the Arts" in conjunction with a projected world premiere of a major film at the deluxe Elm. West Hartford. He will host a "name" celebrity plus state and local dignitaries. Details are to be resolved shortly. . . . In the first gesture of its kind for fall, 1963, the Perakos Southington Drive-In offered a gallon of gasoline to each car attending a weekend performance. . . . Bridgeport's Redevelopment Agency has tentatively approved plans and purchase price offer submitted by F&A Development Corporation for a vast \$25 million Lafayette Plaza complex in the central core area on Bridgeport's State St. Urban Renewal Project. A motion picture theatre is included in planning. . . . The long-shuttered Palace, Meriden, will be reopened in mid-November by the New Fine Arts Company, which consists of Paul Sciarino, David and Hyla Caplan, on lease from the Nathan Direktor interests, property owners. Loew's Theatres, Inc., operated the first-run for many years. . . . Sal Adorno, Jr., owner-operator, Middletown Drive-In, has been elected president of the Middletown Kiwanis Club. He is a charter member of the group. . . . WHCT-TV (channel 18),

offering America's first over-the-air subscription tv experiment, has passed the 3,400 subscriber mark, James L. O'Connor, vice-president and general manager of the RKO General project, disclosed. He said, "Subscription tv combines broadcasting and theatre. Its purpose is to bring outside boxoffice attractions into the home. Subscription tv does not create programs as does commercial television. Rather, it brings to the living room plays, films, concerts, acts, and sporting events which people must pay to see either outside or inside their homes, and which performers and producers will not allow to be televised over commercial tv. It is the first really free choice television, because viewers rather than sponsors control the programs. Subscription tv proponents do not regard the medium as a substitute for regular tv but rather as a supplement to it. Just as family members take a night 'out' to attend a theatre, so will they take a night 'in' to see a new play or movie."

## NEW ORLEANS

Jack Hornsby, new owner, Star, New Roads, La., again closed the theatre due to racism trouble and picketing. . . . Dec. 1-7 is scheduled as branch manager's week at the Warner Brothers exchange in honor of Luke Conner. . . . The Variety Club kicked off a series of pow-wows with "Las Vegas Night" at the club's quarters. Subsequent get-togethers are slated for every fourth Saturday of each month. . . . Michael Lion, manager, Tudor and Globe, twin theatres on Canal Street, was in Lafayette, La., for the home-coming of Southwestern College, where his daughter is a student. . . . Local WOMPI'S held a membership drive celebration at the Variety Club headquarters with the top fun being an "old hat" trimming contest. . . . Mrs. Bernice Chauvin, a sustaining member of WOMPI, is home from Hotel Diei (hospital) where she was treated for an inflamed bronchial tube. . . . The WOMPI's entertained at the Home of Incurables recently. . . . Charles Weatherall, Jr., now has the Richton, Miss., theatre on week-end operation only. . . . Stanley Graham reopened the Ritz, Lucedale, Miss., on Nov. 1 and at the same time shut down operation at the Ritz Drive-In. . . . The Broadmoor, Shreveport, La., has been converted to the Broadmoor Art Cinema. G. A. Matthews is manager for O. D. Harrison and Gulf States Theatres, owners and operators. The theatre will be operated as a first-run foreign film house. . . . Tom Mix, old timer in the industry, after a three year confinement at a local hospital, visited Film Row and many of the exchanges. . . . Sympathy is extended to Mrs. Irma Long, Paramount exchange booker, upon the recent death of her mother. . . . J. E. Adams, Dixie Drive-In, Columbia, Miss., visited at National Theatre Supply, with his family.

## PHILADELPHIA

Morton Brodsky's King Theatre Circuit, Lancaster, Pa., announced that the Hill, Camp Hill, Pa., has inaugurated a new first run policy showing films never before shown in the Harrisburg area. MGM's "Twilight Of Honor" was the first attraction; and the house has been refurbished with a new screen, stereophonic sound, etc. . . . Boxoffice Attractions is now handling Medallion Pictures and Crown International in the territory. . . . Joe Antner's Rich-Art Studio was the first on Vine Street to have Xmas decorations up with the 'living lettered' fish in red and green looking very nice.

## ST. LOUIS

JoElla Cohen, Columbia publicist from Minneapolis, is in town working on new product. She is setting up a midwest preview here of "The Cardinal" for Nov. 14 and announces that Otto Preminger will be in town for the event. She is also working on "Under the Yum Yum Tree," which was shown recently to college students at a special sneak preview. "Under the Yum Yum Tree," which opens Nov. 27 at the Fox, will be pushed by three of the "Yum Yum" girls who are coming to town. . . . Ed Edmonston, MGM exploiteer, has been in town pushing "Twilight of Honor." . . . Two Washington University students have opened a new theatre in Sesser, Ill. . . . Crest Films has been appointed the distributor for Zenith International Pictures in the St. Louis and Kansas City areas. . . . The Grandview Cinema recently celebrated its first year of operation. . . . Gaslight Cinema, a new art film house, has opened in Gaslight Square. It is part of the newly refurbished Musical Arts Building. . . . Mrs. Rose Sterneck, whose father operated and owned the Schwartz Nickelodion in St. Louis, died recently. She is survived by her husband, two daughters, and a son. . . . Eleven-year-old Minda Emas, daughter of William Emas, Universal, has received another honor for her bravery in rescuing a 190 pound man after he was hurt

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia, Pa. 19130  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200

## PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.

240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance



in an accident in the Lake of the Ozarks last Aug. 9. Minda leaped from a boat into the water and used rescue techniques learned as a Campfire girl. She was presented recently with a savings bond by Edward C. Lesh, civic affairs chairman of Moose Lodge No. 1, at its Youth Honor Day Program.

## SAN ANTONIO

Both James Stewart and Sandra Dee visited this city in conjunction with the showing of "Take Her She's Mine" at the Majestic, according to Lynn Kruger, manager. The film had its world premiere in Amarillo, Tex. The stars appeared in Dallas, Fort Worth, San Antonio, and were scheduled to go from here to Houston. . . . The extended run of "Cleopatra" closed at the suburban Broadway where it showed for 19 weeks, according to Eric Brendler, manager. Scheduled to replace "Cleopatra" was the Doris Day comedy, "The Thrill of It All." . . . George M. Watson, city manager, Interstate Theatres, has announced the Thanksgiving attractions for the Majestic and Aztec, downtown houses operated by the circuit. "McLintock," starring John Wayne and Maureen O'Hara, with local restaurant operator-actor Big John Hamilton in a supporting role, will play the Majestic. At the Aztec, the attraction will be "Under the Yum Yum Tree," with Jack Lemon, Carol Lynley, and Dean Jones. . . . The San Antonio Express and News and Interstate Theatres have announced a Fall Film Festival with first prize \$100; second, third, and fourth place winners will receive six months, three months, and two months movie passes for two people. To enter, the individual must rate a list of 14 films which were either showing or will be shown at the local Interstate Theatres. The ratings are on the anticipated paid admissions. The entry must also be accompanied by a 25 word statement or less on "My Favorite movie actor (or actress)." . . . Charles Townsend, owner and operator, Palace, indoor, and Canadian Drive-In, Canadian, Tex., will observe his first anniversary as operator. He has closed the drive-in for the season and will present a special screen program at the Palace on the occasion of the anniversary.



Violet Langlois, 48-year Universal Chicago branch office veteran, is presented with retirement gifts by Harry Buxbaum, left, branch manager, and Paul Sadzeck, chief booker.

. . . Claude Estes has acquired the Capada Drive-In, Floydada, Tex. . . . B. L. Como is scheduled to reopen the Gay, Kountze, Tex., which was closed several months ago by Mrs. Elbert Smith. . . . Hy Glocksman, formerly with the I. D. Adelman Theatres, has been appointed manager of the Capri, Fort Worth, Tex., owned by L. N. Crim, Sr. . . . Bill Pearce has taken over the Rogue and Mustang Drive-In at Wheeler, Tex., and has closed the drive-in for the season.

## SEATTLE

James McFall, AIP auditor who was doing work at the Favorite Films exchange, was suddenly called away to Dallas on the death of his mother. He will not return to Seattle but will go to San Francisco. . . . Stewart Engbretson, MGM branch manager, attended a sales meeting in Los Angeles. . . . Dorothy and Bob Hazard, manager of Sterling Theatres' programming department, became the parents of a baby girl, Patricia, who joins two older brothers. . . . Victor Borge's three Seattle appearances are scheduled for Nov. 14 and 16 at the Opera House. . . . Tickets are now on sale for "A Man For All Seasons," which will be presented at the Moore Theatre Nov. 28 through 30.

## Detroit Exhibs Concerned Over Cut-Rate Competition

DETROIT—A local development uncovers the fact that those in exhibition who have been fighting the 16mm competition may have another headache on their hands nationally.

It came to light through small advertisements and articles in newspapers. Announced is "Theater Sixteen," which will run a Sunday series of "Twenty Years of the Talkies." Last month, the series began, with second performance scheduled for Nov. 10, and third, Dec. 8. Films will be shown at 2:30, 5:00, and 7:30 p.m.

The programs will be "Footlight Parade," "A Star Is Born," and "Sierra Madre." Stars include Dick Powell, James Cagney, Joan Blondell, Humphrey Bogart, and Janet Gaynor.

The promoter is Don McRae, formerly employed in the industry, complete with two 16mm sound projectors. The site of the venture is International Institute. This building houses a non-profit organization which gives ethnic groups facilities for dances, social events, theatricals, classes, dance, song groups, and the like. Presumably, halls may be obtained at nominal rates.

McRae hastens to assure he would do nothing "which would not do anyone good." He is charging "under one dollar" so taxes are no problem. Should other complications such as objections by the projectionists' union arise, plans may be changed—such as turning the audiences into a dues-paying "private club."

Exhibition has frequently objected to showing for free at schools, or for charitable fund-raising. This operation, on investigation by MOTION PICTURE EXHIBITOR, reveals there could be far more to it than an individual garnering a few quick bucks.

In the first place, it may be no flash in the pan. The source of the product is a tv distributor who is offering films which have been played off on the free medium and/or are still being played off. This gives an idea of the quantity which may be available, and evokes a smile at the possibility of deliberately competing with free television at "under a dollar."

But the most important thing is that this "off-Broadway" exhibitor apparently got the idea from a nationally-placed ad. Obviously, the appeal is not beamed only at churches, schools, or fund-raisers, but to plant the idea that a few dollars could be picked up in such an operation, always-on-Sunday and perhaps at other times, if one owns projectors and there is available an inexpensive auditorium.

"Twenty Years of the Talkies" is a trifle misleading. True, "Star" was released in 1927, and "Footlight" in 1933. But "Sierra" was introduced in 1950. At this stage, it should be "Thirty Three Years of the Talkies," and perhaps future programs will extend this time span.

Just what audience response will be is unknown. However, if many, nation-wide, pick up the idea and develop a following for cut-rate movies, it could prove serious.

## D-Is Win Sunday Vote

LANCASTER, Pa.—Voters in three Lancaster county townships approved the Sunday operation of drive-ins in the recent election.

The drive-ins had been closed because of the blue laws. The townships were East Lampeter, East Hempfield and West Hempfield.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

You only need three of the above letters to spell more profits from your concessions — and they are A B C.

(And we do the job from A to Z)



**ABC VENDING CORPORATION**

BERLO DIVISION

333 SOUTH BROAD STREET, PHILADELPHIA 7, PA.  
Offices in all Principal Cities



## In This Issue

A Look At The Market	Page PE-5
1963 Convention Story	Page PE-6
Boston SMPTE Meet	Page PE-10
Pepsi Market Plan	Page PE-13

# PHYSICAL THEATRE • EXTRA PROFITS



COVER PHOTO • E. M. Loew's new \$200,000 West End Cinema, built on the site of the old Lancaster neighborhood house across the street from North Station, Boston. New art house is 56th theatre in the Loew chain.

Volume 18                      Number 11  
November 13, 1963

*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*



*everybody loves a celebrity*



***From cup machines, more people (including men) buy Coca-Cola than all other brands of soft drinks combined.***





## Editorial

### See For Yourself

Now that the industry's annual conventions are over, its leaders elected, and objectives for the coming year defined, it remains to translate word into action.

Those who couldn't make the Allied or NAC-TOA-TESMA-TEDA conventions in New York this year are by no means exempt from the above.

For one thing, those unable to attend owe it to themselves to take a trip into their supply dealers and see first hand the array of new equipment introduced to the trade. Sophisticated in appearance and performance, much of this equipment represents a real departure on the part of the manufacturers from the orthodox.

Whether your needs are for furnishings, concessions equipment, or projection and sound components, you will find something worthy of consideration for your situation.

This will be the year when the turnabout of the past several years is synthesized into a whole new way of regarding exhibition. For the past five or ten years, the question has been "what can we do to spark business?" Today, it is clear to everyone who has taken the trouble to examine the facts, that the exhibition of motion pictures is a profitable venture with a real future. The situations that are consistently in the black are those whose guiding hands have committed them to progress rather than rear guard, delaying actions.

The importance of the technical advances made during the past few years cannot be underestimated. Nor can the concerted efforts of progressive exhibitors to offer the public something new and exciting in the way of theatre design and decor.

We know that good product is essentially what is going to keep our theatres going. The supplying of that product in sufficient quantity is contingent, to a large extent, upon the demand exhibition can create for it by enhancing the movie going experience in the eyes of its patrons. Hollywood's artists are capable of creating an infinite number of new classics and the movie-going public has clearly expressed its willingness to patronize the quality film shown in attractive surroundings.

As exhibitors, it is our responsibility to not only whet the public's appetite for more superior fare, but to see to it that the advances on the technical front are made accessible to our patrons.

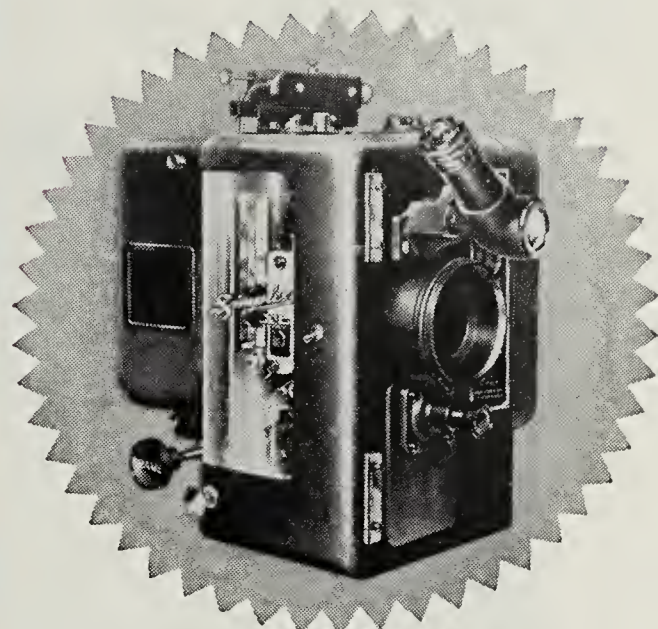
Thus, the introduction to the trade of a new projector or a new line of decorator theatre chairs should be of concern to all of us. For quite a while, we have had legitimate excuses in the form of the Depression, material shortages during the last war, and the big post-TV slump to rationalize away our fears of making new capital investments that would amount to betting on a lame horse.

A look at the survey appearing in this issue of PHYSICAL THEATRE should convince you that exhibition is up and running again. One way to translate the speechmakers' phrases into realities is to take the plunge yourself and buy those new chairs or lamps that you've been putting off.

PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia 7, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

*Simplex*<sup>®</sup>  
X•L



**LEADERSHIP IN  
PROFESSIONAL  
PROJECTION**

Today's new Simplex X•L projector is the result of four decades of engineering and performance know-how by the world's largest manufacturer of professional motion picture projectors.

Continually being improved and refined to meet every new advance in motion picture presentation, the famed X•L combines brilliant performance, remarkable reliability, unmatched economy and a long list of exclusive features simply not available on any other equipment.

For all the facts,  
call your National man.



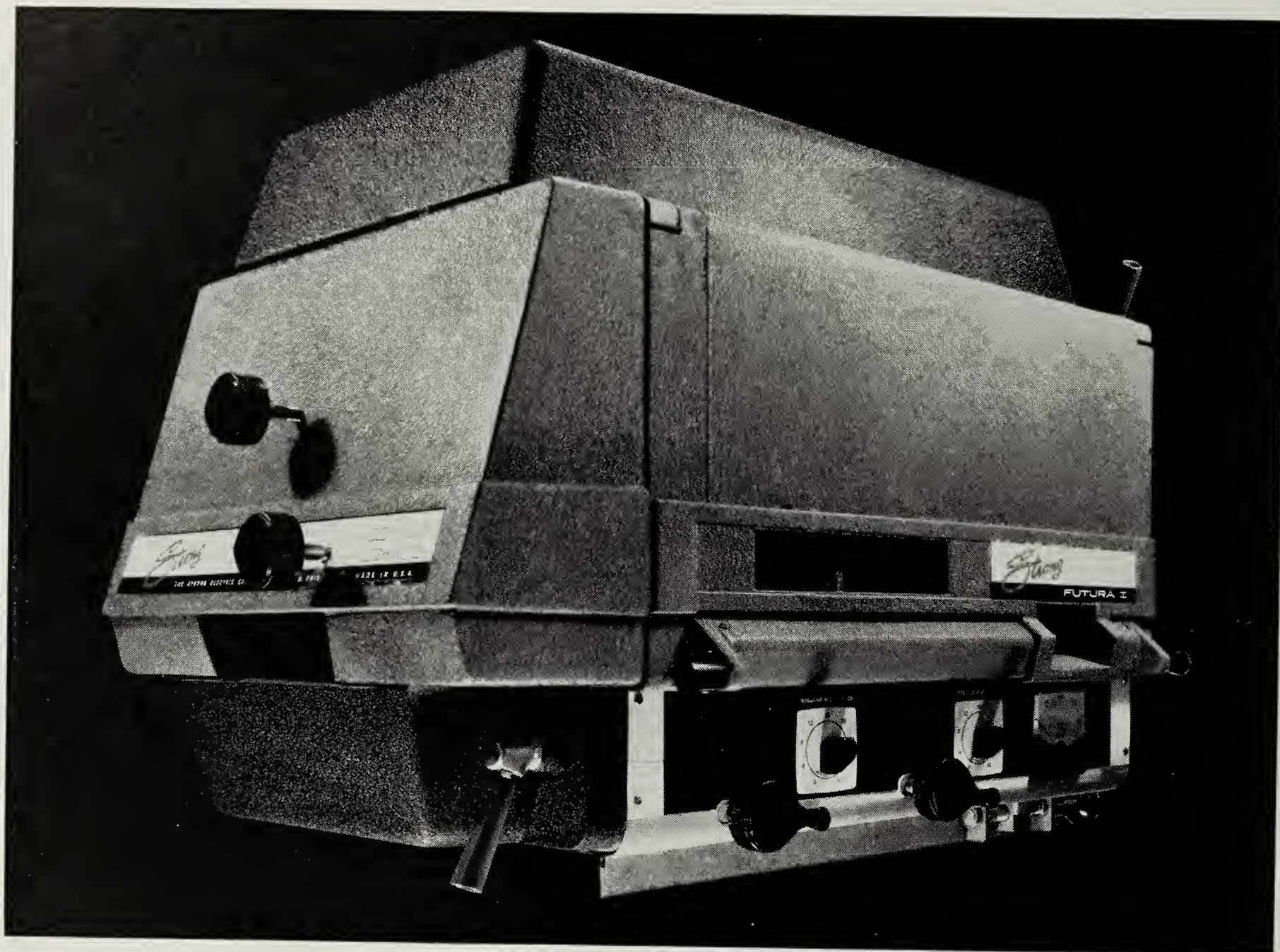
**National**  
THEATRE SUPPLY COMPANY

HOME OFFICE, 50 PROSPECT AVE., TARRYTOWN, N.Y.

Subsidiary of General Precision Equipment Corporation



# What projection lamp is so good looking and has so many beneficial advantages?



## THE HISTORY-MAKING *Strong* FUTURA!

Fills the requirements of all indoor theatres with screens up to 65 feet and all drive-ins with screens up to 120 feet. Available in three ratings: **FUTURA 1** for economy of operation with 11mm carbon trim burning at 75-105 amperes, and the **FUTURA 11**, with automatic crater positioner for 13.6mm carbon trim burning at 120-160 amperes, or 11mm carbon trim burning at 100-125 amperes. The optical system matches the requirements of all projectors, 35mm or 70mm with simple interchangeability for either film width. 18-inch Strong TUF-COLD reflector for operation above 95 amperes, silvered reflectors for operation below 95 amperes. Burning economical 20-inch carbons, an extra reel can be projected per carbon length. The price? Surprisingly low. Send for brochure now—

The *Strong* Electric Corporation  
21 City Park Avenue • Toledo 1, Ohio



# PHYSICAL THEATRE EXTRA PROFITS

Vol. 18, No. 11

November 13, 1963

## LOOKS AT THE THEATRE MARKET

### New Construction Increases Pace

■ The two engines powering the spurt of new theatre construction in the United States (the continuing addition of new shopping centers and the vigorous urban renewal programs in our large cities) appear to have a lot of life left in them.

While the bulk of new theatre site selections have been in shopping centers, cities undergoing extensive urban renewal or redevelopment such as New York, Boston, Baltimore, and Philadelphia, are accounting for an increasing number of new theatre locations.

Even a superficial examination of currently available statistics indicates that the basis of the boom period we are currently in is shopping center and new downtown theatre construction in two areas. The Boston-to-Baltimore Megalopolis and San Francisco-to-Los Angeles Megalopolis account for a majority of new theatres built during the past three years. Construction in our two most populous states, New York and California, alone accounted for more than a third of the total construction during the past year.

The implications of these facts to all phases of the industry are many. For one thing, the simple deduction that theatres are being built

and are thriving in the densely settled population pockets in an area which, geographically, represents roughly five per cent of the country.

It is generally agreed that the "boom" of the Sixties has a long way to go before it is muted. Nearly 200 new indoor theatres are scheduled at the time of writing for construction during 1964. Costing on an average of from \$300,000 to \$500,000, depending on size, location, etc., these new properties represent the strongest stimulus to all arms of the business.

Growing directly out of the steadily increasing tempo of new theatre construction is the rash of activity on the equipment front. It is the new theatres that are purchasing the bulk of the newer equipments available to the trade.

A trip to the combined conventions of the atreemen and equipment manufacturers just concluded in New York would have demonstrated the point that all segments of the business are acting cooperatively to take advantage of the current remarkable surge in construction and remodeling.

The equipment men and suppliers manning the various booths wore wide smiles as every

day was like New Year's Eve. Record crowds attended the trade show each day, and they were not just looking. These were practical, clear-thinking businessmen who were buying and planning for a future that seemed brighter than the past.

Theatre men generally were talking in terms of expansion, and it wasn't entirely in shopping centers. The industry's stepchild in recent years, the downtown first-run, was again very much on the scene. City after city was discovering that a healthy downtown was vital to a healthy city, and motion picture theatres played a large part in their planning. If one theatre had to go to make room for urban progress, the chances were very good that another would take its place. It might be smaller and less garish, but it made this up and more in the taste and quiet elegance of its appointments.

We have projected in this survey through 1968, and indications are that the period could be a golden one for the theatre industry. A good businessman was never afraid to take a risk if the promise of a fair return was there. It seems that motion picture exhibitors have decided that the time is here. These men are backing up their brave words with money. There are exciting days ahead.

### Summary Statistics

#### EXISTING THEATRES

Indoor—12,000  
Average Capacity—825 seats  
Drive-Ins—5,600  
Average Capacity—600 cars  
Seasonal Operation—53 per cent  
70mm Installations—180  
Capital Investment—2¼ billion

#### PLANNED FOR 1964

Indoor—196  
Estimated Cost—88 millions  
Aver. Per-Seat Cost—\$450  
Drive-Ins—78  
Estimated Cost—23 millions  
Expansion & Remodeling Indoor—800  
Expansion  
& Remodeling of Drive-Ins—78

#### PROJECTED FOR 1968

New Indoor—1,000  
New Drive-In—450  
New Capital Investment—½ billion  
Complete Remodelings, Indoor—2,500  
Expansion & Remodelings Drive-In—300



# Record Crowds Flood N.Y. Show

**T**HE four day meeting of theatre and concessions equipment suppliers and manufacturers closed at the Americana Hotel leaving in its wake new attendance records and a spirit of strong optimism.

Attendance at the convention trade show was heavy throughout the four-day meet, showing an estimated increase of 200 per cent over last year's turnout.

The trade show attracted an average of 3,000 visitors daily, according to Louis L. Abramson, executive director of NAC.

## Redstone Elected President

Named to lead the concessionaires during the coming year was Edward S. Redstone, of Newton Center, Mass. He succeeds Augie J. Schmitt, of Houston, Texas, who moved from the presidency of the growing organization to become chairman of its board of directors.

Redstone, 35, is the youngest president in the organization's history. He is treasurer and vice president of the Northeast Drive-In Theatres Corp. of Boston. Also on the executive committee of TOA and vice president of the Theatre Owners of New England, he has been active in the 1,200 member NAC for several years, and has served as its first vice-president for the last two years.

He said that his first duty as president "will be to continue the association's overall program aimed at elevating our industry's image to the place it deserves in the world of business."

## Best Show Ever

Supply dealers and manufacturers who had taken exhibit space in the Americana were

unanimous in their support of the combined efforts of the concessionaires, Theatre Owners of America, and the equipment manufacturers and suppliers of the industry.

Much new equipment, both in concessions and theatre lines, was seen on the trade show floor. Company representatives at the booths indicated that not only was interest high, but visiting theatremen and concessions people had placed a goodly number of orders on the spot.

Abramson said that the number of new food items and pieces of equipment introduced "emphasized the vitality of the concessions industry." He looked to an even greater number of new products being introduced at the next trade show, set for Chicago in 1964.

## Visitor Response Pleasing

Bert Nathan, past president of NAC who again served as chairman of the exhibit committee said "we had the happiest collection of exhibitors and the greatest turnout since the inception of these shows. The response from the visitors as well as the exhibitors was truly tremendous."

He forecast that next year's show would be sold out even earlier than this year's due to "the remarkable respect that this organization (NAC) is now commanding."

The co-sponsored show marked the first time in recent years that such a wide variety of concessions and theatre equipments, products and services have been displayed under one roof.

Visitor response to the trade show and the business sessions was enthusiastic. Larry Blumenthal, of Flavo-Rite Foods, reported

that his company distributed more than 4,500 samples of shrimp rolls to trade show visitors. He said that "the traffic jams at our stands were amazing. Not only did we have quantity but also quality in the type of people who visited us." He said that he was able to meet people that it would have required thousands of miles of travel to reach and that the show had opened the doors to additional customers for him.

Clifford Lorbeck, of Supurdisplay, called the show, "The best I've ever seen and I've been attending them for 12 years."

## Company Men Applaud Show

Welcome I. Weaver, Weaver Popcorn Co.—Lou Abramson and his boys did an excellent job of staging this year's show. We used our exhibit as a hospitality booth, serving coffee to the visitors, and it provided us with a wonderful opportunity to sit down and chat with our customers.

Edward J. Nelson, Ballantyne Instruments & Electronics, Inc.—It was a good show. There was a great deal of interest and we were able to talk to many prospects.

Frank Parker, Royal Crown Cola Co.—More people visited our booth than at any other trade show of this size. We're looking ahead to next year's show.

Charles L. Okun, Coca-Cola Co.—Attendance was better than for any other show in the past. We were delighted with the response.

Melville B. Rapp, Continental Apco—We displayed our entire line. This was easily the most active show we ever attended. The response and the enthusiasm was marvelous.

A. G. Smith, National Theatre Supply Co.—  
(Continued on page PE-8)



Phyllis Haeger, public relations dir., Popcorn Institute, addresses opening business meeting of NAC. Other panelists (L to R) are: Barney Schwarzkopf, National Oats; C. E. Burkhead, Dept. of Agriculture; John Ashby, Star Mfg.; Don Mayborn, Cornco; Virgil Odell, Odell's Butter Oil; Matt Peterson, Drew Chemical; Irving Singer, Rex Specialty Bag; Henry Wischusen, Winchester Carton; Jack O'Brien, New England Theatres Service; and Larry Moyer, Moyer Theatres.



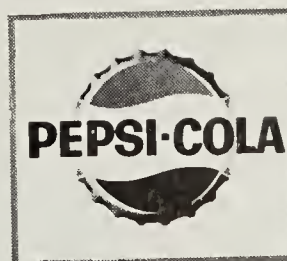
NAC Board of Directors meet at the Americana prior to the start of their annual convention. Reading clockwise from left to right: Chip Follon, Clifford Lorbeck, Jack O'Brien, Floyd Bennett, Lee Koken, Welcome I. Weaver, Loyal Haight, Louis L. Abramson, Augie J. Schmitt, Spiro J. Papas, Larry Moyer, Melville B. Rapp (hidden), Edward S. Redstone, Bert Nathan, C. S. Baker, Ed Chrisman, Charles E. Darden, James O. Hoover.





## Now it's Pepsi—UP FRONT EVERYWHERE

*TV, Radio, Magazines, Newspapers, Outdoor Posters, Point-of-Sale—Pepsi is one of the world's largest advertisers, in all media. That's why more and more people today are saying "Pepsi, please!" Pepsi is moving out front ...display it up front! Call your local Pepsi-Cola Bottler today, or write: National Accounts Dept., Pepsi-Cola Company, 500 Park Avenue, N. Y. C.*





## Convention—

• Continued from Page 6



Officials of NAC, TOA, TESMA and TEDA gather for ribbon cutting ceremony opening the combined Trade Show at the Americana. Reading from L to R—Bert Nathan, NAC exhibit committee chairman; Lee Koken, NAC program committee chairman; Edward L. Fabian, TOA convention chairman; John Rawley, new TOA president; Edward S. Redstone, NAC general convention chairman; E. H. Geissler, TEDA president. Between Rawley and Redstone in second row are John H. Stembler, retiring TOA president, and Augie J. Schmitt, retiring NAC president.

It was the first show in a long time where we actually sold off the floor. The reaction from most of our visitors was highly favorable.

Edward Finneran, Pepsi-Cola Co.—The reception was excellent. It provided us with a chance to talk business with many concessionaires and theatre people. I can't remember a better trade show of this size.

### Popcorn Crop Suffers

Topical coverage of all aspects of the theatre concessions operation was thorough, drawing on the services of authorities in many specialized areas. The opening business meeting, moderated by Don W. Mayborn of Cornco, Inc., Baltimore, dealt with all phases of the popcorn industry "from seed to consumer." C. E. Burkhead, chief of the Field Corps Statistics Branch of the U. S. Dept. of Agriculture, and Miss Phyllis Haeger, director of public relations for the Popcorn Institute, were the principal speakers at the opening seminar, entitled "Popcorn Smorgasbord." It dealt with all phases of the popcorn industry "from seed to consumer."

Burkhead advised the gathering that his department anticipates a 40 per cent reduction in the production of corn used for popping this year. He told concessionaires that "We've had rough weather for all crops this year—and corn is no exception. We don't know exactly what the harvest will be at the present moment, but we expect it will show a reduction of about 40 per cent."

Burkhead based his estimate on poor weather and a reduction in the acreage set aside this year for the planting of corn. He said "The total yield will probably be about 260,000,000 pounds compared to last year's yield of 450,000,000."

### Shortage Can Be Met

Burkhead said that previous crops exceeded consumer demands in recent years by a wide enough margin that the surplus would help carry users through the year.

William Smith, executive director of the Popcorn Institute, said his estimated production figures matched those of the government. "We didn't anticipate this type of pro-

duction cutback," he said; "however, we don't believe that there will be a serious shortage although there may not be enough corn this year for all processors."

Miss Phyllis Haeger, director of public relations for the Institute, told the session that total popcorn consumption in the U. S. this year will reach 360,000,000 pounds. She said "we are approaching the time where consumption will amount to about one pound of raw popcorn per person in this country."

The other panelists were Barney Schwarzkopf, Virgil Odell, Henry Wischusen, Jack O'Brien, Ed Chrisman, J. C. Evans, Cliff Lorbeck, Larry Moyer, and Matt Peterson.

Most of the questions were directed at O'Brien and Moyer. O'Brien revealed that the sale of popcorn in the chain of theatres with which he is associated represents about 7 per cent of the individual theatre's gross. Gimmicks used by his theatres to increase popcorn sales include awarding prizes to sales girls "for sales over and above their quotas," the free distribution of movie guides with each sale of popcorn, and the use of "trailers" flashed on the screen.

"These may be old methods, but they sell popcorn," O'Brien said. Moyer disclosed that profits from popcorn sales in his drive-in theatres averaged about six cents per patron in 1960. This figure has increased to eight cents per patron this year. He attributed this rise to the introduction of larger size containers for both buttered and plain popcorn.

Following the popcorn seminar, delegates were hosts of National Screen Service at a luncheon. The trade show was officially opened after the NSS luncheon at ribbon cutting ceremonies outside of Albert Hall.

The following morning, delegates were taken on a guided bus tour of N. Y. Metropolitan area theatres to inspect first-hand some of the nation's finest indoor and outdoor facilities. The tour included visits to some of the largest shopping centers in the country. The afternoon hours were given to trade show activities.

### Vending Discussed

Wednesday's program included sessions on physical maintenance and management of drive-ins, a panel-type discussion by leading

beverage executives, a look at automatic vending, and the NAC annual membership luncheon and business meeting.

Patrick L. O'Malley, president of the Automatic Canteen Corp. of America, in an address to delegates, said that total sales from vending machines will be above \$3 billion this year and "by the end of this decade it is estimated that sales may approach \$7 billion."

"If any of you younger fellows are insured to such figures and do not regard this as a great deal of money," O'Malley declared, "I want to ask, 'do you know any other industry whose need for coins to operate has the mint working overtime?'"

Other statistics offered by O'Malley included:—One billion dollars worth of cigarettes sold annually through vending machines. ("This represents 17 per cent of all cigarette sales and should be \$2.5 billion or 25 per cent of all cigarette sales within this decade.")—Approximately \$700 million in candy sales annually, or 21 per cent of all candy sales, with a projection of \$1.5 billion and 30 per cent of all sales within 10 years.—Soft drink sales through vending machines of 725 million, in excess of 20 per cent of all soft drinks sold, with a projection of 1-1/2 billion or 30 per cent of sales by the early 1970's.—Vending machine coffee sales of \$250,000,000 which should soon be \$500,000,000.

O'Malley went on to explain many examples of vending's versatility in merchandising and selling.

"Vending is still young, still growing," he said. "It is and will continue to be an important factor in the snack feeding of theatre-goers. We believe that its opportunities for service to your industry are virtually limitless. . . ."

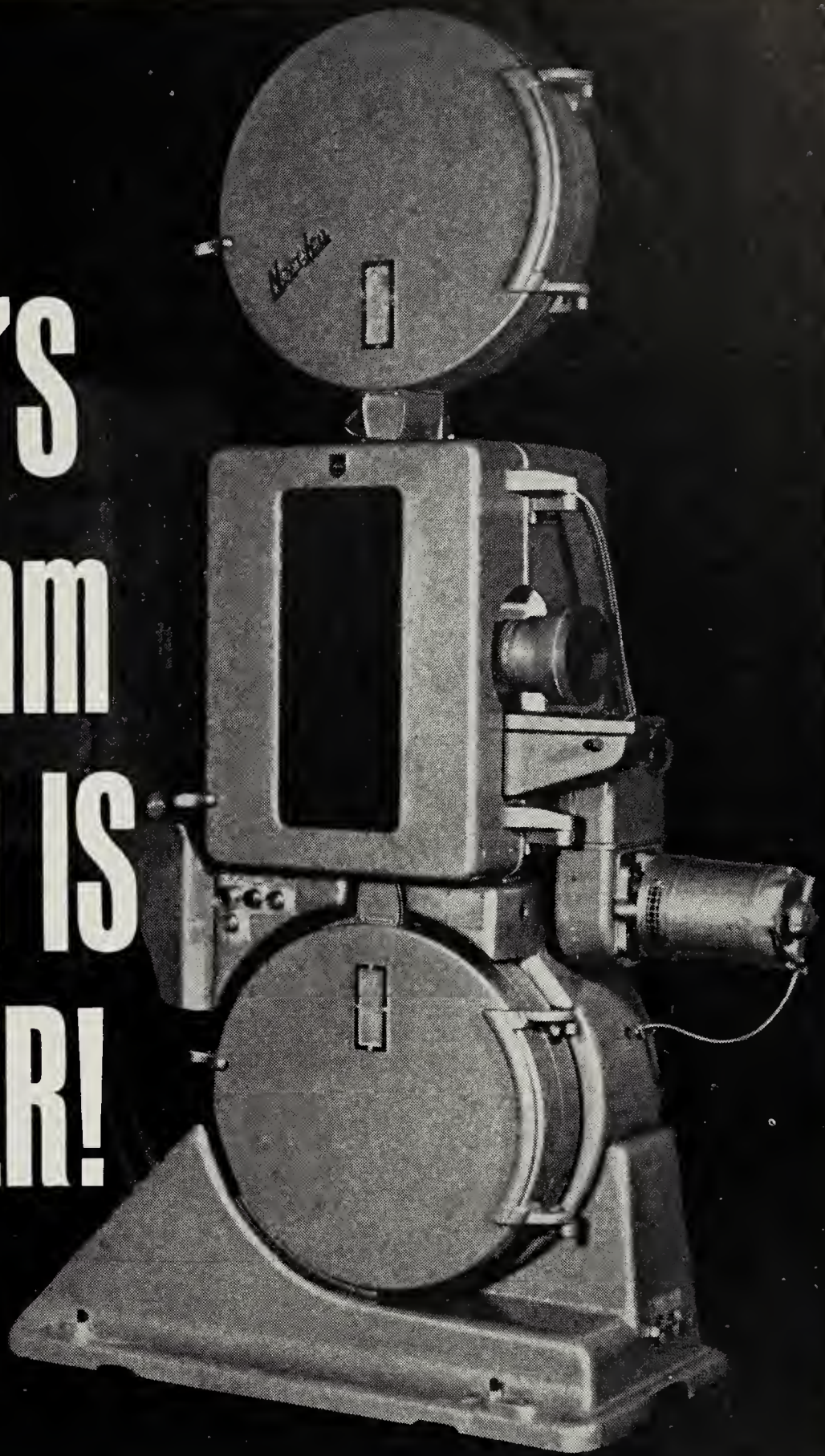
### Beverage Execs Talk

Other featured speakers at the session included Charles Baker, vice president in charge of national sales for the Pepsi-Cola Co., William S. Fishman, executive vice president of Automatic Retailers of America, Inc., and Thomas J. Deegan, Jr., chairman of the executive committee of the New York

(Continued on page PE-12)



# NOW... THE WORLD'S FINEST 70mm PROJECTOR IS EVEN BETTER!



## presenting the NEW *Norelco*® AA II UNIVERSAL 70/35

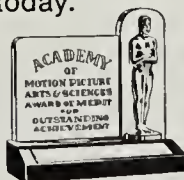
Leave it to famed Norelco engineering to take a projector that has just received an Academy Award for design and engineering... and improve it!

That's right...the new Norelco AA II 70/35 projector has 18 major technical improvements including: new dual-split magazine shafts that eliminate need for special 35mm reels with 70mm flanges; new intermittent assembly; new single motor dual drive; new adjustable lamphouse bracket for moving lamp without realignment; new threading guards; new oil vapor leak protection; new reduced torque motor; and others.

The Academy of Motion Picture Arts and Sciences presented this award for outstanding achievement to the North American Philips Company for the design and engineering of the Norelco Universal 70/35mm motion picture projector.

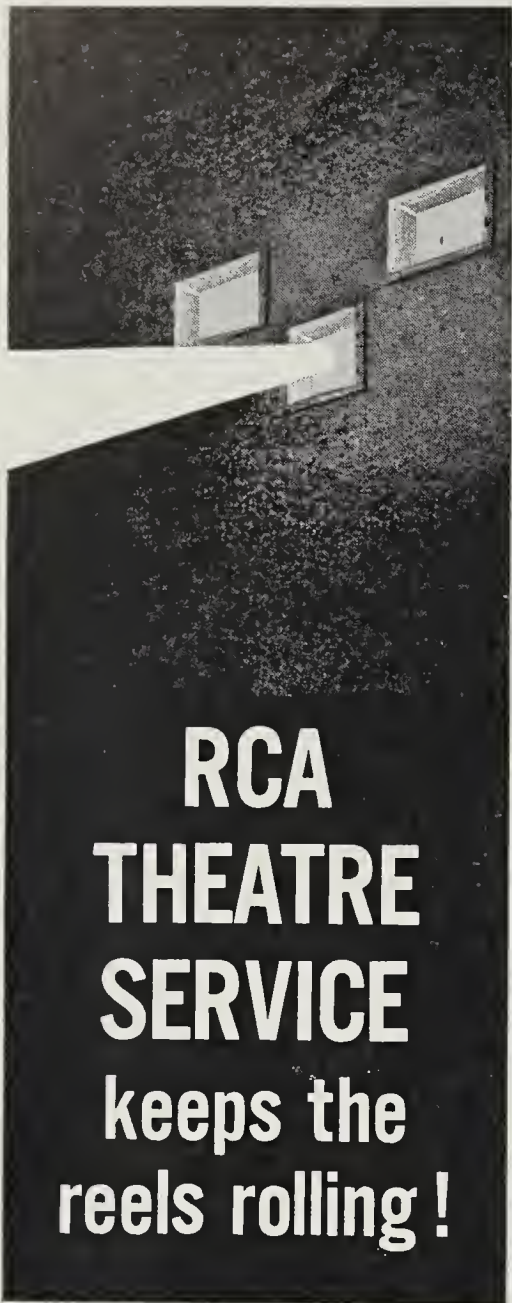
Most of today's top boxoffice attractions are 70mm releases. Even more are coming. By equipping with Norelco AA II 70/35's you'll be able to show them in all their spectacular brilliance and cash in on their tremendous drawing power. What's more, in a quick 4-minute changeover, you also have the most modern, rugged and trouble-free 35mm mechanism!

No matter how you look at it...for today and tomorrow, Norelco AA II 70/35 projectors are your wisest investment. Get all the facts from your theatre supply dealer or write Norelco today.



®REG. UNITED STATES PATENT OFFICE BY NORTH AMERICAN PHILIPS COMPANY, INC. NORELCO IS KNOWN AS PHILIPS IN CANADA. 100 E. 42nd Street, New York, N.Y. • Phone: 212-OX 7-3600





## RCA THEATRE SERVICE keeps the reels rolling!

More and more exhibitors recognize the advantages of RCA's complete planned service program. They rely on RCA's 35 years of experience in theatre service, the intensive, specialized training of its theatre engineers and supervisors with strong back-up in the field and home office organization.

RCA Theatre Service means business for you, too. For patrons mean profit, and RCA's Theatre Service Engineers can help you keep the reels rolling. We're experts on optical and magnetic sound, four and six-track, standard and wide screen. Always on call through the RCA Planned Service Program.

We'll be every bit as valuable to you for better box-office this year, next year, and many years from now!

RCA Theatre Service fits into your future . . . for RCA Theatre Service means business! For full information, contact our branch office in your vicinity or write to

### RCA SERVICE COMPANY

A Division of Radio Corporation of America  
Technical Products Service  
Bldg. 203-1, Camden 8, N.J.



The Most Trusted Name  
in Electronics

Tmks®

# 800 At Boston SMPTE Meet

BOSTON—More than 800 engineering experts from throughout the U. S., Japan, Germany, Europe, attended the 94th semi-annual technical conference of the Society of Motion Picture and Television Engineers at Hotel Somerset.

This year's Herbert T. Kalmus Gold Medal Award for outstanding technical achievement in color motion pictures for theatre or television use was awarded to Alex Quiroga, color and technical coordinator in Hollywood for NBC. Quiroga, who supervises color film programs, including "Bonanza," "The Virginian," "Hazel," "Kraft Theatre," has been working with such problems as the objective balancing of television color monitors.

The chief award of the society, recognizing outstanding technical contributions to the progress of motion picture and television engineering, went to Arthur C. Hardy, emeritus professor of optics and photography at Massachusetts Institute of Technology. He received the 1963 progress medal award.

Sidney P. Solow, vice-president and general manager of Consolidated Film Industries, Hollywood, was chairman of the award committee.

Dr. Hardy is well known for his pioneer work in motion picture sound recording during the 1920's, and his later work on the theory of color reproduction in the fields of photography, television and graphic arts.

Other awards went to Henry N. Kozanowski, manager of television advanced development for RCA, Camden, N. J., who received the 1963 David Sarnoff gold medal award recognizing meritorious achievement in television engineering; Morton Sultanoff, physicist at Aberdeen Proving Ground, Md., who received the E. I. duPont gold medal award for outstanding contributions to engineering phases of instrumentation and high speed photography; Robert J. Lamberts, research associate with Kodak Research Laboratories, Rochester, the 1963 Journal Award for the most outstanding technical paper published. Honorable mention went to Walter Bach for "Magnetic-Striping 'Azimuth-Plateau' Effect on Frequency Response of 16mm and 8mm Film: An Engineering Survey," and J. S. Courtney-Pratt for "Image Converter Tube Photography."

Two national officers of the society were reelected in a mail ballot and two others were newly elected. Reid H. Ray, president, announced that Deane R. White had been re-elected engineering vice-president, and Joseph T. Dougherty elected again to the post of financial vice-president. Dr. White is associate research laboratory director at the E. I.

duPont de Nemours & Co. Photo Products Department, Parlin, N. J. Dougherty is a technical representative for duPont in New York.

Newly elected to the office of sessions vice-president was Wilton R. Holm of duPont, Hollywood. Byron Roudabush, president Byron Motion Pictures, Inc., Washington, D. C., was elected treasurer in the national election. Six men elected to the board of governors were Dr. J. S. Courtney-Pratt, physicist Bell Telephone Laboratories; Robert C. Rheineck, chief engineer CBS News, N. Y.; Robert A. Colbrun, vice-president Geo. W. Colbrun Laboratory, Inc., Chicago; William H. Smith, president and general manager, Allied Film Laboratory, Detroit; Edward P. Ancona, Jr., color film coordinator, NBC, Burbank, Calif.; and Edward H. Reichard, chief engineer, Consolidated Film Industries, Hollywood, who was reelected.

The new officers and governors take office on Jan. 1, 1964.

Speakers included F. Borden Mace, Heath deRochemont Corp., Boston, who spoke on "The Challenge Offered and the Responsibility Imposed Upon Motion-Picture Professionals by Mass Utilization of 8mm Sound Film."

"A much more ambitious effort and much higher standards than ever before are demanded from motion-picture engineers, producers, and users if the full potential offered by mass production and utilization of 8mm sound film is to be realized," he said.

Joel Willard, Joel Willard Production, Chicago, reported on "8mm Variable-Area Sound: Key to an Audio-Visual Revolution," saying, "A major advance toward reducing the cost of motion-picture prints projection equipment and special viewing facilities has been made with the development of 8mm variable-area photographic sound that can be contact printed." Robinson P. Riff, Business Screen, London, England, spoke on "Location and Newsreel Motion-Picture Equipment." "The developing nations of Africa, Asia and South America will use modern communications media to help them to catch up with western intellectual and economic standards. Location and newsreel motion-picture equipment will play a big part in this work. Current designs of equipment and techniques in their use have been developed in U. S. and Europe over the past 60 years against a background of centuries of manufacturing experience. Will the media specialists in the developing countries accept these designs and techniques or will they need designs custom-built to their particular requirements?"

### TESMA Reelects Five

NEW YORK—Five directors of Theatre Equipment & Supply Manufacturers (TESMA) were named at a meeting of the association's board of directors here at the Americana Hotel. The directors, all re-elected to new terms, are: Ben H. Adler, president of Adler Silhouette Letter Co.; Lee Jones, executive vice-president, Neumade Products Corp.; W. J. Cosby, Marketing Manager, Carbon Products Division of Union Carbide Corp.; Martin H. Wolf, sales manager, Altec Service Co. and J. Robert Hoff, executive vice-president, Ballantyne Instrument & Electronics Co.

Four of the new directors will serve a full

term of three years and one director will serve for two years.

Officers of the association will continue until the election in the fall of 1964. Larry Davee, president of Century Projector Corp., is TESMA president and Arthur Hatch, president of Strong Electric Corp., is vice-president. Merlin Lewis continues as executive secretary and treasurer.

Other members of the TESMA Board of Directors are: Clarence J. Ashcraft, Jr., Richard Kneisley, Erwin Wagner, George Marchev, William O'Donnell, Don H. Peterson and Arthur Myer.



## Chicago Twin Proposed

CHICAGO—Unique new concepts in both architecture and motion picture presentation dominate the proposed Evergreen Theatres I & II.

The motion picture theatre, latest project of M & R Amusement Companies, is located in Arthur Rubloff's popular Evergreen, Chicago's first regional shopping center.

Evergreen Theatres I & II will offer filmed entertainment in the latest fashion. Twin auditoriums, stemming from a central lobby, will permit the simultaneous showing of different programs.

While twin-screen presentations represent a popular trend in outdoor drive-in theatres, the move indoors is new. Co-owners of M & R, Raymond J. Marks and Martin G. Rosenfield, feel the flexibility the two screens offer in programming films of different types at the same time will provide a substantial incentive for shopping center patrons. Two screens also offer them the opportunity of holding over a particularly popular feature for an extended run in one auditorium while still introducing one new feature in the other.

Architects Sidney Morris & Associates plan to introduce a new look in theatre design for Evergreen Theatres I & II. Stilts will support the structure in order to provide a parking area directly underneath the building which will be accessible to the lobby. The underground parking area combined with the facilities of the shopping center will provide free accommodations for 5,000 cars. The design of the structure itself complements the decor of Evergreen where continuous malls enable patrons to approach the theatre from all directions without having to change levels.

The two auditoriums will offer combined seating of approximately 2,700 making Evergreen Theatres I & II the largest indoor theatre now under construction. The latest in modern equipment will provide facilities for showing all types of films.

Explaining the current revival in motion picture construction in suburban areas throughout the country, Marks and Rosenfield said, "People in the suburbs now wish to go to movie theatres offering the finest in entertainment, comfort and design, fitting into the atmosphere of suburbia as well as offering the convenience of the shopping centers. Suburbanites may now go to the theatre to see a movie and feel it's a festive occasion in a modern attractive theatre where parking is a pleasure instead of a problem."

The target date of completion is set for May, 1964.

## Panacolor Eying Europe

NEW YORK—Dr. Leon W. Wells, vice-president of Panopix Research, Inc., a subsidiary of Panacolor, Inc., recently returned from Europe where he examined the market for the new Panacolor process.

The increase of European motion pictures produced in color has been negligible due in large part to the high costs involved in shooting and exhibiting in color.

According to Harry Harris, Panacolor board chairman, the new Panacolor process, which substantially reduces the costs of release prints in color, has resulted in many inquiries from European motion picture producers and others in the film industry. There is a significant economic advantage in the Panacolor process, however. Black and white film stock can be used instead of color film stock with a resultant significant savings, Harris says.

# TUFCOLD FIRST SURFACE DICHROIC REFLECTORS

*The modern, long-service heat reducing mirrors with the harder than glass, flake and peel-proof front coating.*

**Produce more light on the screen because it is reflected from the front surface and does not pass through the glass twice, as with second surface reflectors.**

**Cut film gate heat 50%. Aperture and lens never get hot. Make constant refocusing unnecessary. Stop emulsion deposit on film track. Prevent unnecessary wear on projectors.**

*And they're*  
**GUARANTEED 2 YEARS**  
*—twice as long against*  
*coating deterioration!*

*The lowest cost way to brighter pictures is to replace those old reflectors with TUFCOLDS. Immediately available in the type and size you need.*

**THE *Strong* ELECTRIC CORP.**

21 CITY PARK AVENUE • TOLEDO 1, OHIO



**COMFORT...**  
*where it pays off!*

Patrons of Manhattan's new Cinema I and Cinema II sit deep in the engineered comfort of TC-725 chairs by Heywood-Wakefield. Coil-spring seats and shaped, polyfoam padded backs. Designed to equal the elegant surroundings. For details, contact Heywood-Wakefield, Public Seating Division, Menominee, Mich.



*brings patrons back*





# 1963 N. Y. CONVENTION •

(Continued from page PE-8)

World's Fair.

W. E. Uzzell, vice president of the Royal Crown Cola Co., discussed the impact that diet drinks have had on the nation. "More than two billion of these low calorie, sugar free beverages will be consumed this year," Uzzell revealed. "And this is not a fad drink. We are convinced through experiments we have conducted that these diet beverages are here to stay."

Louis Collins, executive vice president of Crush International, discussed "Quality and Quantity Control;" Wesby Parker, chairman of the board of the Dr. Pepper Co., discussed "The Impact and Value of Name Brands;" and Philip L. Lowe, a past president of NAC, spoke on "Drive-In Theatre Concession and Vending Highlights."

Jack Fitzgibbons, Jr. of Canada's Theatre Confections, Ltd., scolded the concessionaires and theatre owners for "living and thinking in the early Forties and in some cases in the Thirties."

"From experience I can tell you that there have not been too many changes in our business because we apply the same routine as we did in the Twenties," Fitzgibbons said. "We need new thinking."

"If you, as an exhibitor, don't sell the product, we as concessionaires cannot sell our confections whether it is soft drinks, popcorn, candy or ice cream."

Fitzgibbons suggested the establishment of schools for theatre help so that they will "know exactly what their duties consist of, whether it be box office, ushers, or confection attendants."

Deegan provided members of the combined associations with a complete outline of the plans for feeding the expected 70 million visitors to New York's World Fair starting next year. He estimated that \$130 million will be spent for food, beverages, souvenirs, etc., during the two-year Fair on Long Island.



Don W. Mayborn, of Cornco, Inc. Baltimore, moderates opening business meeting of the National Association of Concessionaires.

"The Fair will be an eating adventure for the gourmet as well as the gourmand," said Deegan, who revealed that meals at the various pavilions will be available for as low as 90 cents for a full course dinner.

Other speakers included Johnny Johnson, director of vending and concessions for Walter Reade-Sterling, Inc.; L. V. Burrows, director of planning for Eastman Kodak's World's Fair exhibit, and Addison Verrill, president of the Dale System, Inc.

## Wicker New TEDA Prexy.

NEW YORK—Theatre Equipment Dealers Association (T.E.D.A.) elected its officers for the coming year at the joint NAC-TOA-TESMA-TEDA trade show and convention here.

L. Phil Wicker, of Greensboro, N. C., was named new president. Lloyd C. Pearson, of Toronto, Canada, was named vice president, Bob Tankerslay, Denver, Col., as secretary-

treasurer.

Named to the T.E.D.A. board of directors were Tom Shearer, Seattle; George Hornstein, New York; Hal Hornstein, Miami; C. C. Creamer, Minneapolis; Louis N. Wutke, Los Angeles; and Spero Kontos, Los Angeles.

Attendance at the annual meet was reported high, with 90 per cent of the membership present. Al Boudouris, of Toledo, Ohio, was named to handle membership and liaison.

T.E.D.A. will hold its next meeting in Chicago, at a date yet to be announced.

## Name Brands Important

NEW YORK—The use of nationally advertised brands in tie-in merchandising was described as a positive method of increasing amusement concession net profits in the face of rising costs.

Charles N. Baker, vice-president in charge of U. S. operations for Pepsi-Cola Company, told a joint session of the National Association of Concessionaires and Theatre Owners of America, "The use of nationally advertised brands in related item tie-ins gives the concessionaire a running start on his profit possibilities."

"Using national brands gives him the advantage of (1) brand name association that has been built up in retail outlets, (2) of the recall set off by continuity of newspaper and magazine insertions, and (3) even the memorability provided by the theatre business' 'arch enemy'—free home television—through commercials."

"Most of today's successful operators have found it advantageous to sell high quality, name-brand products in their theatres. Even though this might mean a smaller profit margin per unit sale, the increased volume more than offsets this figure."

"In addition, there is an added plus in that management of brand name products is quite willing to provide extensive merchandising and advertising aid to the theatre-owners, since they look upon the amusement areas of the world as one of the best for product sampling. This support in any type brand-name promotion is offered under conditions which they consider the most profitable for a consumer. This is because even though it is basically a captive audience, the theatre is also a place where the customer comes to relax and enjoy himself, and he is in a frame of mind to do just this. Therefore, if the association with a brand-name product is implanted in his subconscious at that time, the feeling is that it could not be done under better conditions anywhere else."

"The experience of many theatre-owners has substantially verified the fact that the theatre-goer, just as any other consumer, is beginning to shy away from no-name products. On the other hand, he is willing to spend even a few cents more if it is a name that he recognizes, and a brand whose quality he can depend on," Baker told the group.

## Nappi Joins S.O.S. Staff

NEW YORK—Arnold T. Nappi has joined the New York staff of S.O.S. Photo-Cine-Optics, as sales engineer. The appointment was announced by the firm's president, Alan C. Macauley.

Nappi comes to S.O.S. from Fischer and Porter Company, where he was a sales engineer and manager of their New York sales office; and has also worked as a mechanical and electronics technician for American Machine and Foundry Company in Brooklyn, New York.



## You Save Money with SIL-TUBES

**Want proof?—Here's how! !**

Converting your rectifiers from gas-filled tubes to SIL-TUBES is quick and easy. Call your supply dealer today. He will furnish you with your required amount of SIL-TUBES on a 30 day trial basis. They can be installed in a few minutes.

Simply remove your gas-filled tubes and screw SIL-TUBES into the same sockets. Adjust your voltage taps to compensate for the high gain in efficiency, and installation is complete.

SIL-TUBES have no filaments to "snap," "sag" or "snarl," are 97% to 98% efficient, hermetically sealed, non-aging, convection cooled and, properly installed, have virtually unlimited life. SIL-TUBES are sold under a pro-rated guarantee.

SIL-TUBES PAY THEIR WAY RAPIDLY

YOU SAVE COSTLY TUBE REPLACEMENT and 30% to 40% in POWER

If you prefer, write us direct and we will arrange a 30 day trial with the dealer nearest you.

THE KNEISLEY ELECTRIC COMPANY P. O. Box 1506 TOLEDO, OHIO 43603



# Pepsi Announces Bold Market Plan

NEW YORK—Pepsi-Cola Company announced dramatic and sweeping changes in marketing to include a new plan and concept of managing the marketing of its products never before utilized anywhere in the soft drink industry, the election of a new executive vice-president, the creation and staffing of a new post at top level in marketing, an intensive advancement in the utilization of market research, and plans for diversification through acquisitions by the company.

Speaking to a special news conference, Donald M. Kendall, recently elected president and chief executive officer of Pepsi-Cola Company, told his audience that under the new marketing plans the separation of effort into domestic and international activities would be discontinued and that henceforth all strategic planning would be global in character, with operational authority "local" by broad areas of similarity.

"Selling Pepsi in 104 countries," Kendall said, "is global business and must be treated as global by modern-minded business management with modern methods. A world enterprise requires modifications in many techniques of management heretofore generally accepted and employed in our business and in other businesses in the United States. The old duplications of separate organizations for domestic and international are no longer efficient or desirable. The product is the same around the world; only the marketing conditions and needs differ."

Under the new system, the world as a whole will be divided into areas whose managers will have wide authority for execution of plans formulated by a central staff, and each area will operate as a "profit center" responsible for its own growth.

Kendall described a "one-world" management concept under study for the past year, in which all functions and personnel concerned with the marketing and sale of Pepsi anywhere in the world are unified under one central marketing staff.

"The future of our business in a complex of cultures and developments," Kendall said, "is best served by centralizing responsibility for strategic planning and control, and decentralizing responsibility for area planning and the operational execution of these strategies. The process of decision-making which leads to these strategies will begin with research and at division level, the master corporate plan evolving from the adjusted realisms of area plans, and coordination and control being retained at corporate headquarters."

Kendall emphasized that functional authority at area level will be very broad to meet the variations in area needs. "There is no suit to fit all men," he said. "The programs Pepsi needs in Italy may be very different from those needed in the Philippines, and those in New England very different from our needs in Texas. Placing authority at area levels also assigns responsibility there for judicious investment to serve the most responsive need. A manager in the field must have freedom to operate all activities within his assigned responsibility under a practical span of control."

Kendall laid heavy emphasis on the role of market research in disclosing need and opportunity and indicating the most effective marketing requirements.

"Marketing research," he said, "serves us as the first step in a plan of battle. It is

what the Admirals call 'the estimate of the situation.'"

A former decorated Naval Aviator, Kendall said, "We will fly on knowledge and instruments, not by the seat of our pants. We are in the age of the jet."

Kendall also told the group that Peter K. Warren will be in charge of marketing for the entire world under the new plan. Warren, only two weeks ago named president of Pepsi-Cola International, retains that title also. His 13 years in Pepsi have all been spent in marketing and marketing management, the last eight of them in the international field.

At the same time, Kendall announced that the post of executive vice-president of the company, vacated three years ago, is reconstituted, and that elected to that position is Thomas Elmezzi, now in his 33rd year with the company. Joining the company as a junior chemist during his college days,

Elmezzi has risen through the posts of chief chemist, vice-president for manufacturing, and recently vice-president in charge of operations.

Speaking on the subject of diversification, Kendall said that although Pepsi-Cola Company in recent years had added other soft drinks—Teem, Patio Diet Cola, and Patio flavors—to its product line, it had never before gone outside the soft drink field to market other products. "The world wide distribution system of the company, marketing know-how, and substantial material resources," he said, "however, may well make it to our advantage to do so. There are companies with good products whose sales growth would benefit promptly from our global distribution system, especially to food outlets, both at home and abroad, and whose acquisition could contribute proportionately to greater earnings of Pepsi-Cola Company. We shall be alert for such possibilities."

## Broumas Sets Ohioan

SILVER SPRING, MD.—Broumas Theatres, Inc., announced plans to build a 900-seat ultra modern theatre in the Shoregate Shopping Center, Willowick, Ohio. An early spring opening is anticipated.

This announcement was made public by G. N. Limbert, vice-president of the 44-unit circuit. Negotiations were handled by Joseph M. Siegler, vice-president of A. Siegler and Sons Realty Co., exclusive leasing agents for the motion picture chain.

The rapidly expanding company will open

three shopping center theatres in the greater Youngstown area before the end of the year. Other midwest locations are either committed or in the negotiation stage.

John G. Broumas, president of the company, said, "We selected this particular site because Lake County more than met our requirements for expansion into growth situations." He also added, "This theatre is our first entry into the Cleveland metropolitan area and will undoubtedly be followed by additional units."

## All in one package

**LEASE FINANCE PLAN  
TECHNICAL PLANNING  
TOP GRADE EQUIPMENT  
THAT INCLUDES NORELCO PROJECTORS**

Soundheads — Lamps — Projectors — Amplification Speakers — Seating — Screens  
Screen Towers — Carpets — In-A-Car Speakers — In-A-Car Heaters.

Now you can finance new theatre equipment — remodel or replace outmoded equipment in your present one all with the same company. No need to purchase part of the equipment from one company, have it installed by another, and serviced by a third. Ballantyne technicians handle your theatre work from start to finish. And saves you money.

**Ballantyne**

Instruments and Electronics, Inc.

1712 JACKSON ST. OMAHA, NEBRASKA 68102  
A DIVISION OF ABC VENDING CORPORATION



# Complete Overhaul For SW Squirrel Hill

PITTSBURGH—An extensive remodeling program is now underway at the Squirrel Hill Theatre, one which will give the theatre a new look from the marquee to the screen.

New seats and a huge wall-to-wall screen will be featured, as well as complete re-decoration of the entire theatre.

"Everything will be new but the location," said Harry Feinstein, tri-state zone manager for Stanley Warner Theatres, operators of the popular home of outstanding art films. "Our decorators have come up with an exciting concept—modern in every respect. Color, design, fabric, treatment—all will combine quiet dignity and restful comfort with that dramatic vitality synonymous with the spirit of the art theatre. We believe Pittsburghers will be proud of this remodeled, revitalized theatre."

The new screen will be 30 by 50 feet, and is believed to be the only screen in the area extending from wall to wall. The latest improvements in stereophonic sound will be

incorporated, with all new projection equipment.

The new marquee will exemplify the modern theme to be stressed throughout. It will be streamlined, with a simplicity of design, accented with a cascade of light.

In the lobby and foyer, walls will be in off-white travertine vinyl covering, accented with walnut panels. These walls are designed to show off to best advantage the contemporary paintings of local artists—a traditional feature of the Squirrel Hill. Walls and ceilings will be highlighted by soft spotlights. A warm carnation-coored carpet will sweep over the lobby floor.

Furniture will include chairs in the latest plastic shell design and sofas in black, tufted fabric. Two interesting topiary trees will stand as sentinels to the second floor. The coffee bar will be completely restyled.

Air-conditioning improvements are being made, providing greater comfort and ventilation in standee areas.

In the new revitalized auditorium the walls will be covered in a handsome gold brocade with alternating areas of pale leaf green. The new chairs are in the latest design from the American Seating Company, with luxurious foam-rubber cushioning—and covered in red nylon fabric. The seating capacity will be reduced to a total of 792, making possible the respacing of the new seats to allow legroom and greater comfort for patrons. The carpet in the auditorium will match the red seat fabric. New lighting fixtures will focus attention on the beauty of the new auditorium.

A massive gold stage curtain will extend from ceiling to floor and from wall to wall.

It is expected that the modernization of the Squirrel Hill Theatre will be completed this month, giving it a whole "new image" at holiday time.

## G&R Plan Ala. House

MOBILE, ALA.—T. J. Rester, one of the owners of Giddens and Rester Theatres; W. E. Limmroth, general manager; and Joe D. Lyons, advertising director of the theatres, returned from New York after attending the Theatre Owners of America convention and trade show.

During the trip east, Rester and Limmroth made a tour of inspection of a large number of modern new theatres that have recently been constructed.

While at the convention, Rester and Limmroth announced that Giddens and Rester Theatres plan to construct an ultra modern new theatre in the western section of Mobile, just off the new four-lane Airport Boulevard. The theatre will be designed to exhibit all types of pictures, including the new single projector Cinerama which was just recently developed.

While in New York, consultations were held with Drew Eberson, renowned theatre architect. Eberson was to come to Mobile to check on the location of the new theatre and to tie in the design of the theatre with the local "scene."

aerial photographic squadron in the Pacific. He was released from active duty late in 1945.

Hunter returned to the Denver store in 1946 and, four years later, became office manager of that unit. He became sales manager of the Denver store in 1960 and, later that year, was appointed manager of Eastman Kodak Stores, Inc., Salt Lake City.

Furniss, the new manager of Eastman Kodak Stores, Inc., Salt Lake City, was born in Ogden, Utah. He attended the College of Southern Utah.

Furniss entered the U. S. Army in 1941. He began his military service as a sergeant and was later commissioned as an officer. He served in the Philippines as a liaison pilot and was released from active duty as a first lieutenant in 1946.

He joined Eastman Kodak Company in 1946 as a member of the EK Store in Salt Lake City. In 1953 he became credit manager for the Salt Lake City unit and advanced to office manager in 1961.

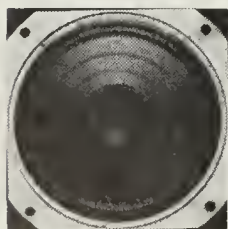
# ASHCRAFT

CORE-LIGHT  
SUPER CINEX  
CINEX SPECIAL

PROJECTION LAMPS  
AND HIGH RECTANCE  
MULTI-PHASE RECTIFIERS

★

World's Standard  
of  
Projection Excellence



We will rebuild one Drive-in theatre in-car speaker FREE! Make it good as new—even better; Test us . . . Send Speaker Today!

write Dept. E-11

WESTERN ELECTRONICS  
COMPANY

3311 Houston Ave.  
Houston, Texas 77009

## Kodak's Hedges Retiring

PORTLAND, ORE.—Lloyd E. Hedges, manager of Eastman Kodak Stores, Inc., has announced his plans to retire on Jan. 1, 1964, after 43 years of Kodak service.

He will be succeeded by W. A. Hunter, former manager of the EK Store in Salt Lake City. Hunter transferred to the staff of the Portland unit this month and assumes his new duties as manager at year-end.

Earl W. Furniss, office manager of Eastman Kodak Stores, Inc., Salt Lake City, has been appointed manager of that unit. His appointment is effective immediately.

Hedges joined the Kodak organization in 1920 at Eastman Kodak Stores, Inc., Minneapolis, Minn. In 1931 he became office and credit manager of the Minneapolis unit. He moved to San Francisco as a graphic arts salesman in 1944.

He was appointed supervisor of sales and personnel for the EK Store in San Francisco in 1946 and, in 1952, moved to Oakland, Calif., as manager of the EK Store in that city. He returned to the San Francisco unit in 1953 as assistant manager and moved to Portland in 1957.

Born in Faribault, Minn., Hedges attended the Minneapolis Business College and the University of Minnesota. He is a member of the National Association of Credit Men.

Hunter joined the company in 1928 at Eastman Kodak Stores, Inc., Denver, Colo. Between 1928 and 1943 he held various clerical, sales, and distribution posts at the Denver unit.

He entered the U. S. Navy in 1943. During the remaining war years he served with an

CARBON ARCS . . . for finest Projection . . . Compact Xenon Arcs

*Lorraine Arc Carbons*

division

- Brighter Light on Screen
- Longer Burning per Carbon
- More Economical . . .

**XETRON**

products

division

**XETRON LAMPHOUSES • XETRON POWER SUPPLIES**

by Cinemeccanica

by Christie

CARBONS, INC.

BOONTON, N. J.





NEW YORK—National Theatre Supply branch managers in attendance at the TOA-TESMA-TEDANCA convention and trade show, heard a detailed description of the features and operational advantages of the new Strong Futura Projection lamp, at the City Squire Motor Inn.

The presentation was made at a breakfast meeting by Arthur J. Hatch, president of the Strong Electric Corp., who also discussed sales policy on this lamp.

The new Bi-Powr Silicon Type rectifier, cold type reflectors, the new Strong X-16 Xenon lamp for 35 mm and 16 mm projectors, and a new slide projector with Xenon light source were described by Clifford Callender, sales manager of the theatre equipment division.

Also leading discussion was Bill White, field sales representative for Strong Electric.

Attending the meeting were: Left to right standing—Arthur J. Hatch, president, Strong Electric; H. J. McKinney, vice president, Boston; R. Bostick, vice president, Memphis, Tenn.; J. Servies, vice president, Tarrytown; A. Smith, New York City; W. White, Strong Electric Corp.; W. C. Hutchins, Philadelphia, Pa.; and A. Baldwin, vice president, New York City. Left to right—seated: C. Callender, Strong Electric; R. H. Richardson, General Precision, Tarrytown; J. Currie, vice president, Tarrytown; W. J. Turnbull, president; L. Owenby, vice president, Los Angeles.

## Cinerama Using Ampex System

LOS ANGELES—A contract for \$400,000 worth of Ampex sound systems to equip 60 new Cinerama theatres throughout the world has been received by Ampex Corporation from Cinerama, Inc., New York, it was announced by C. Gus Grant, Ampex vice-president and general manager, video and instrumentation division.

Grant said Cinerama has adopted the award-winning Ampex system as part of the conversion of its projection technique from three 35mm projectors to its new single lens system. The new single-lens technique uses eight tracks of magnetically recorded sound striped on 70mm film.

First installation of the new sound and projection system is underway at the new Cinerama Dome theatre, Hollywood, for world

premiere engagement of "It's a Mad, Mad, Mad, Mad World."

The Ampex sound amplification system utilizes high level switching with 120 watts of audio power per channel. Total audio power for the entire system is 960 watts.

Single-unit station controls beside each projector allow control of the master gain and permits the projectionist to select sound from either projector without muting at the changeover from one projector to the other.

A total of 20 speakers completes the sound installations. Ampex received a technical award from the Academy of Motion Picture Arts and Sciences at the annual "Oscar" awards dinner in 1961 for development of the advanced multi-purpose theatre sound system.

## Town Photolab Acquired

NEW YORK—The proposed acquisition of the assets of Town Photolab, Inc., by Technicolor, Inc., was announced by Patrick Frawley, chairman of the board and chief executive of Technicolor. Town Photolab, Inc., is engaged in the amateur photo finishing field, in the merchandising of film and in direct mail order film processing.

Frawley stated, "The management of Technicolor and Town agreed in principle that the purchase price would be approximately 130,000 shares of Technicolor stock, which is equivalent to one share of Technicolor for about four and one-third shares of Town."

"The consummation of the transaction is still subject to the negotiations of mutually satisfactory agreements and to formal approval by the boards of directors of both companies and the shareholders of Town."

Town recently moved their New York facilities into a new building in Mt. Vernon, N. Y.

## New Shure Division

EVANSTON, ILL.—Shure Brothers, Inc., leading manufacturer of microphones, high fidelity, and electronic components, has announced the formation of a professional products division and the appointment of Robert W. Carr as manager of the new division.

Under Carr's direction, the new division will specialize in special products for the radio and television broadcasting field, commercial recording industry, motion picture and television film production industry, and all applications involving professional sound reinforcement. In addition, the new division will be responsible for supplying technical service and assistance to sound engineers in all of the above-mentioned fields.

Carr is a 15-year employee of Shure and well-known throughout the sound industry for his technical ability. His former position at Shure was that of manager of development engineering.

## New RC Fountain Man

COLUMBUS, GA.—A. Woodridge "Woody" Ansley, Jr., a native of Athens, Ga., has been promoted to assistant director of the fountain sales department of Royal Crown Cola Co. here.

Ansley joined Royal Crown Cola in January, 1963, as fountain department representative in the southwestern division, with headquarters in Dallas.



## COZY CLUB CHAIRS ARE COSTLY TO YOU

When tired businessmen have a choice between hard, lumpy movie seats and soft, easy club chairs, they rest at home. Their wives do, too! A little arithmetic will show you how ONE small seat-rehabilitation item will bring you repeat, family — revenue, many, many times over. And the simplest thing is the way to change the situation! Phone us. Do it today!

Now Available  
The New "MASCOFOAM"  
Seat Cushion

More durable, more comfortable, safer! Fire & moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Priced reasonably. Ask for samples.

WRITE, WIRE OR  
PHONE CHapel 2-2561

MANUFACTURERS  
Foam Rubber &  
Spring Cushions  
back and seat  
covers.

DISTRIBUTORS  
Upholstery fabrics  
and general seating  
supplies.



THEATRE SEAT SERVICE CO.

A Division of

**MASSEY  
SEATING CO.**

100 Taylor Street  
Nashville, Tennessee



RC Earnings Continue Up

COLUMBUS, GA.—Earnings of Royal Crown Cola Co. and consolidated subsidiaries for the nine months ended Sept. 30, amounted to \$1,813,768 (\$1.54 per share) as compared with earnings of \$1,398,629 (\$1.21 per share) reported for the comparable 1962 period. For the third quarter, 1963 earnings were 60 cents per share compared with 48 cents per share for same quarter of prior year.

Sales and earnings for the nine months were greater than predicted earlier this year. This trend should continue throughout the year. The year's earnings are expected to reach \$1.80 per share.

September marked the 24th consecutive month of increase for both sales and earnings. October sales were equally encouraging.

Lily Names Theatre Agent

NEW YORK—William H. Seldy, director of marketing, vending, feeding, and concessions, announces the appointment by Lily-Tulip Cup Corporation of Courtesy Associates, Ltd., Brooklyn, N. Y., as agents for the theatre and concession markets.

Principals of Courtesy Associates, Ltd., are Jerry Weissman and Ben Newman.

WANT FURTHER INFORMATION ON  
PRODUCTS  
ADVERTISED IN THIS ISSUE

Please Check:

☐ ASHCRAFT MFG. CO., INC., C. S., Projection Lamps and Rectifiers

☐ BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC., Complete Theatre Equipment Leasing, Norelco 70/35 mm Projectors, Planning

☐ CARBONS, INC., Lorraine Arc Carbons

☐ COCA-COLA CO., THE, Coca-Cola

☐ HEYWOOD-WAKEFIELD CO., Theatre Seating

☐ KNEISLEY ELECTRIC CO., THE, "Sil-Tube" Rectifier Tubes

☐ MASSEY SEATING CO., Theatre Seat Rehabilitation

☐ NATIONAL THEATRE SUPPLY CO., Simplex X-L Projectors

☐ NORTH AMERICAN PHILIPS CO., INC., Norelco AA II Universal Projectors

☐ PEPSI-COLA CO., Pepsi-Cola

☐ RCA SERVICE CO., Theatre Service

☐ STRONG ELECTRIC CORP., THE, "Futura" Projection Lamps, "Tufcold" Reflectors

☐ WESTERN ELECTRONICS CO., Rebuilt Drive-In Speakers

☐ XETRON DIV., CARBONS, INC., Xetron Lamp-houses, Power Supplies

LIST ITEMS

ISSUE OF NOVEMBER 13, 1963

NAME

THEATRE

ADDRESS

CITY, STATE

MOTION PICTURE EXHIBITOR  
317 N. Broad St., Philadelphia, Pa. 19107.

MAY WE BE OF HELP?



Just Check the items on which you want additional information. . . . We will get it into your hands quickly and completely. No obligation.

- ADVERTISING ACCESSORIES
  - ....Attraction Board
  - ....Banners, Flags
  - ....Display Cases, Easels
  - ....Letters, Silhouette
  - ....Marquees
  - ....Marquee Letters
  - ....Poster Frames
  - ....Posters, Heralds
  - ....Signs
  - ....Special Announcement
  - ....Trailers
  - ....Trailers
- AIR CONDITIONING
  - ....Air Conditioning Systems
  - ....Air Filters
  - ....Blowers
  - ....Diffusers
  - ....Fans
- CONCESSIONS
  - ....Bags
  - ....Barbecue Products
  - ....Beverages
  - ....Beverage Dispenser, Fountain
  - ....Boxes
  - ....Bun Warmers
  - ....Butter Dispenser
  - ....Candy
  - ....Coffee
  - ....Coffeemaker
  - ....Chocolate Drink
  - ....Chocolate Drink Dispenser
  - ....Concession Stand
  - ....Concessionaire
  - ....Canned, Prepared Foods
  - ....Cups
  - ....Cup Dispenser
  - ....Food Preparation Equipment
  - ....Fountains
  - ....Gum
  - ....Hamburger Grills
  - ....Ice Cream
  - ....Ice Cream Cabinets
  - ....Ice Cream Dispensers
  - ....Ice Machines
  - ....Malt, Shake Machines
  - ....Nuts
  - ....Pizza Equipment & Supplies
  - ....Popcorn
  - ....Popcorn Seasoning
  - ....Popcorn Warmers
  - ....Popcorn Machines
  - ....Refrigeration Units
  - ....Soft Drinks
  - ....Snow Cones
- COIN VENDING MACHINES
  - ....Candy Vender
  - ....Cigarette Vender
  - ....Coffee Vender
  - ....Coin Changers
  - ....Drink Vender, Cup
  - ....Gum Vender
  - ....Hot-Cold Cup Venders
  - ....Ice Cream Vender
  - ....Juice Vender
  - ....Milk Vender
  - ....Nut Vender
  - ....Popcorn Vender
  - ....Sandwich Vender
- DECORATION • FURNISHING
  - ....Carpets
- ....Carpet Cushion
- ....Curtains, Stage
- ....Curtain Controls & Track
- ....Decorators, Designers
- ....Draperies
- ....Drink Fountain
- ....Fabrics, Wall
- ....Flooring
- ....Lounge Furniture
- ....Mats, Rubber
- ....Paint
- ....Sand Urns
- ....Stage Rigging
- ....Tile
- ....Traffic Control
- HEATING
  - ....Fans
  - ....Furnaces
  - ....Heat Pumps
  - ....Humidifiers
  - ....Insulation, Thermal, Acoustic
- LIGHTING
  - ....Aisle Lights
  - ....Batteries
  - ....Color Wheels
  - ....Dimmers, Controls
  - ....Directional Signals
  - ....Emergency Light
  - ....Spot & Flood Lights
  - ....Switchboards
  - ....Transformers
- MANAGEMENT
  - ....Theatre Forms and Systems, Personnel Training
  - ....Uniforms
- PROJECTION
  - ....Aperture Plates
  - ....Blowers, Lamphouse, Porthole
  - ....Carbons
  - ....Carbon Saver
  - ....Changeover
  - ....Dowsers
  - ....Film Cabinets
  - ....Film Cement
  - ....Film Coolers
  - ....Film Magazines
  - ....Film Reels
  - ....Film Rewinders
  - ....Film Splicers
  - ....Lenses
  - ....Motor Generator
  - ....Projectors
  - ....Projection Arc Lamp
  - ....Projector Parts
  - ....Pedestals
  - ....Rectifiers
  - ....Reel End Signals
  - ....Reflectors
  - ....Rewinds
  - ....Rheostats
  - ....Screens
  - ....Sound Equipment
  - ....Sprockets
  - ....Television, Theatre
  - ....Transformers
- SAFETY SUPPLIES
  - ....Door Hardware
  - ....Exit Devices
  - ....Fire Alarms
  - ....Fire Extinguisher
  - ....Fire Hose
- ....Kick-Push Plates
- ....Ladders
- SANITARY SUPPLIES
  - ....Carpet Cleaners
  - ....Deodorants-Disinfectants
  - ....Floor Cleaners
  - ....Glass Cleaners
  - ....Hand Dryers
  - ....Mops—Brushes
  - ....Soap Dispenser
  - ....Upholstery Cleaner
  - ....Vacuum Cleaners
- SEATING
  - ....Auditorium Seats
  - ....Drive-In Seating
  - ....Seat Covers
  - ....Seat Cushion
  - ....Seat Reconditioning
  - ....Upholstery Material
- SOUND EQUIPMENT
  - ....Amplifiers
  - ....Inter-Coms
  - ....Exciter Lamps
  - ....Microphones
  - ....Pre-Amplifier Cabinet
  - ....Public Address System
  - ....Sound Equipment, Theatre
  - ....Sounds Heads
  - ....Sound Service Companies
- TICKET OFFICE
  - ....Admission Signs
  - ....Boxoffices
  - ....Cash Control Systems
  - ....Change Making Machines
  - ....Coin Sorters
  - ....Tickets
  - ....Ticket Boxes
  - ....Ticket Machines
  - ....Ticket Registers
  - ....Turnstiles
- DRIVE-INS
  - ....Admission Control Systems
  - ....Attraction Lights
  - ....Benches
  - ....Directional Lights
  - ....Dust Control Systems
  - ....Fences
  - ....Fireworks
  - ....Floodlights
  - ....Insect Control
  - ....Flares, Light
  - ....Heater, In-Car
  - ....Miniature Trains
  - ....Paint
  - ....Picnic Table
  - ....Playground Equipment, Rides
  - ....Pools, Swimming
  - ....Post Lights
  - ....Quarter Midget Racers
  - ....Ramp Lights
  - ....Screen Facing
  - ....Screen Paint
  - ....Screen Towers
  - ....Seats, Walk-In Patron
  - ....Speakers, In-Car
  - ....Speaker Cords
  - ....Speaker Cover
  - ....Speaker Posts
  - ....Speaker Repair
  - ....Sweepers
  - ....Underground Cable

Without charge or obligation, please send me additional information on above items that are checked:

Name .....Theatre .....

Address .....City, State .....

Check items, fill in coupons, tear off on dotted line and mail to

MOTION PICTURE EXHIBITOR

317 N. BROAD ST., PHILADELPHIA, PA. 19107

Have you remodeled your theatre recently? Redecorated?  
Put in new seats, carpets or furnishings?  
New Marquee or lobby? We would like to know about it.  
Just drop us a card or letter with details—photos if available.



# SERVICESECTION

THE CHECK-UP of all Features and Short Subjects as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index. Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness. Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



NOVEMBER 13, 1963 SECTION TWO VOL. 70, NO 19

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the the producer. Abbreviations following title indicate type of story, such as  
C—Comedy  
CAR—Cartoon  
COMP—Compilation  
D—Drama  
DOC—Documentary  
MD—Melodrama  
MU—Musical  
W—Western  
NOV—Novelty  
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as  
CN—Cinerama  
CS—CinemaScope  
DC—Deluxe Color  
DS—Dyaliscope  
EC—Eastman Color  
MC—MetroColor  
PC—Pathe Color  
PV—Panavision  
RE—Reissue  
TC—Technicolor  
TE—Technirama  
TS—Totalscope  
VV—VistaVision  
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6303 BLACK ZOO—MD-88m.—(PV; C)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program  
6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.  
6304 55 DAYS AT PEKING—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain  
6301 DAY OF THE TRIFFIDS, THE—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made  
6306 GUN HAWK, THE—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry  
6210 PAYROLL—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English  
6302 PLAY IT COOL—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English  
6305 SHOCK CORRIDOR—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant

#### COMING FEATURES IN ORDER OF RELEASE

Oct. WAR IS HELL—Tony Russell, Baynes Barron  
Nov. GUNFIGHT AT COMANCHE CREEK—(CS; C)—Audie Murphy, Colleen Miller

#### COMING

IRON KISS, THE—Constance Towers, Anthony Eisley  
LIFE IN DANGER, A—Derren Nesbitt, Julie Hopkins  
NOW IT CAN BE TOLD—(C)—Robert Hutton, Sandra Dorne  
SOLDIER IN THE RAIN—Jackie Gleason, Steve McQueen, Tuesday Weld  
STRANGLER, THE—Victor Buono  
YEAR OF THE TIGER—Marshall Thompson

### AMERICAN INTERNATIONAL

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 716 BATTLE BEYOND THE SUN—MD-67m.—(C)—Edd Perry, Arla Powell—5033 (4-3-63)—Average outer space science fiction for the program—Filmgroup  
810 BEACH PARTY—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles  
705 BRAIN THAT WOULDN'T DIE, THE—MD-71m.—Jason Evers, Virginia Leith—5021 (2-20-63)—Okay horror programmer  
807 FREE, WHITE AND 21—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick  
812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry  
706 INVASION OF THE STAR CREATURES—C-70m.—Bob Hall, Frankie Ray—5021 (2-20-63)—For the duallers  
802 MIND BENDERS, THE—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentatons involving the mind—English  
718 NIGHT TIDE—D-84m.—Dennis Hopper, Linda Lawson—5033 (4-3-63)—For the duallers—Filmgroup  
803 OPERATION BIKINI—D-80m.—(Part Color)—Tab Hunter, Eva Six, Frankie Avalon—5033 (4-3-63)—War-time adventure for the program  
717 RAVEN, THE—CD-86m.—(PV; C)—Vincent Price, Hazel Court, Peter Lorre, Boris Karloff—5013 (1-23-63)—Good horror comedy entry.  
715 REPTILICUS—MD-81m.—(C)—Zsbjorn Anderson, Ann Smyrner—5009 (1-9-63)—Fair monster entry—Made in Denmark; dubbed in English  
714 SAMSON AND THE 7 MIRACLES OF THE WORLD—MD-80m.—(ColorScope)—Gordon Scott, Yoko Tani—5021 (2-20-63)—Exploitable program entry—Italian; dubbed in English  
804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans  
813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English  
809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093—(9-25-63) Superior science fiction entry holds interest  
805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

#### TO BE REVIEWED

BLACK SABBATH—(EC)—Boris Karloff  
CALIFORNIA—Jock Mahoney  
COMEDY OF TERRORS, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff  
DEMENTIA #13—William Campbell, Luana Anders—Filmgroup  
ERIK, THE CONQUEROR—(C)—Cameron Mitchell  
FEAR—Boris Karloff  
FLIGHT INTO FRIGHT—John Saxon, Leticia Roman

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

#### A

- |                              |         |
|------------------------------|---------|
| • Act One                    | WB      |
| Air Patrol                   | A1 Fox  |
| All The Way Home             | A2 Par. |
| Amazons of Rome              | A2 UA   |
| • America, America           | WB      |
| Any Number Can Win           | A2 MGM  |
| • Aphrodite, Goddess Of Love | Emb.    |
| Army Game, The               | For.    |
| Aruro's Island               | B MGM   |
| As Nature Intended           | For.    |
| Auntie Mame—Re.              | A3 WB   |

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



## B

Balcony, The	C	Misc.
Battle Beyond the Sun (Filmgroup)	A-1	UA
Beach Party	A3	UA
Bedtime Story	A1	Emb
Bear, The	A1	Col.
Behold A Pale Horse	A1	UA
Beauty And The Beast	Par.	Misc.
Becket	UA	UA
Bell, Bare and Beautiful	Misc.	UA
Best Man, The	A3	UA
Big Risk	A2	U-I
Birds, The	A2	Misc.
Black Fox	A1	WB
Black Sabbath	A2	AA
Black Gold	B	A1
Black Zoo	U	U
Brain That Wouldn't Die, The	BV	For.
Brass Bottle, The	For.	Misc.
Bristle Face	A2	For.
Buddha	A3	Col.
Bunny Yeager's Nude Camera		
Burning Court, The		
Bye, Bye Birdie		

## C

Ciro	A3	MGM
California	A3	AI
Call Me Bwana	A2	UA
Captain Newman, M.D.	U	U
Captain Sinbad	A1	MGM
Cardinal, The	Col.	Col.
Caretakers, The	A3	UA
Carpetbaggers, The	Par.	Par.
Castilian, The	A2	WB
Cattle King	A1	MGM
Ceremony, The	UA	UA
Chalk Garden, The	U-I	U-I
Charde	A2	WB
Cheyenne Autumn	A2	UA
Child Is Waiting, A	MGM	For.
Children Of The Damned	For.	Par.
Chushingura	Par.	Fox
Circus World	B	UA
Cleopatra	A1	UA
Clown And The Kid, The	A3	Par.
Come Blow Your Horn	A2	MGM
Come Fly With Me	A3	U
Come September—Re.	A1	AI
Comedy Of Terrors, The	MGM	MGM
Company Of Cowards, The	A3	Fox
Condemned Of Altona, The	Col.	Col.
Congo Vivo	B	EMB
Conjugal Bed, The	A1	Emb.
Constantine And The Cross	UA	UA
Cool Mikado, The	A3	Misc.
Corridors Of Blood	A3	MGM
Counterfeiters Of Paris, The	A2	UA
Court Martial	A2	MGM
Courtship Of Eddie's Father, The	Misc.	Misc.
Creation Of The Humanoids, The	A1	Col.
Crimson Blade, The	A3	WB
Critic's Choice	B	AA
Cry Of Battle		

## D

Dark Purpose	U	Misc.
Daughter Of The Sun God	A2	MGM
Day And The Hour, The	A1	Fox
Day Mars Invaded Earth, The	A2	AA
Day Of The Triffids, The	A2	WB
Days Of Wine And Roses	WB	WB
Dead Ringer	A-1	A-1
Dementia (Filmgroup)	Misc.	Misc.
Devil's Hand, The	B	Col.
Diamond Head	A2	UA
Diary Of A Madman	A3	MGM
Dime With A Halo	WB	WB
Distant Trumpet, A	WB	WB
Dr. Crippen	B	UA
Dr. No	Col.	Col.
Dr. Strangelove	A2	Par.
Donovan's Reef	A3	Par.
Don't Give Up The Ship—Re.	A1	MGM
Drums Of Africa	UA	UA
Dubious Patriots, The	A2	Par.
Dual Of The Titans		

## E

East Of Kiyimanjaro	Misc.	Misc.
Emil And The Detectives	A4	Emb.
Empty Canvas, The	BV	Emb.
Ensign Pulver	WB	WB
Erik, The Conqueror	A2	A-1
Europe In The Raw	Misc.	Misc.
European Nights		

## F

Face In The Rain	Emb.	Emb.
Fail Safe	Col.	Col.
Fall Guy, The	Misc.	Misc.
Fall Of The Roman Empire	Par.	Par.

**GOLIATH AND THE SINS OF BABYLON**—(Techniscope; TC)—Mark Forest  
**ITS ALIVE**—(C)—Peter Lorre, Elsa, Lanchester  
**PYRO**—(PanaColor)—Barry Sullivan, Martha Hyer  
**SAMSON AND THE SLAVE QUEEN**—(C; S)—Allen Steele  
**SOME PEOPLE**—(C)—Kenneth More  
**UNDER AGE**—Anne MacAdams, Roland Royter

## BUENA VISTA

## DISTRIBUTED DURING THE PAST 12 MONTHS

- FANTASIA**—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors  
**INCREDIBLE JOURNEY, THE**—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation  
**IN SEARCH OF THE CASTAWAYS**—CD-100m.—(TC)—Maurice Chevalier, Hayley Mills, George Sanders—5005 (12-19-62)—Another Disney winner for family trade—English  
**MIRACLE OF THE WHITE STALLIONS**—D-118m.—(TC)—Robert Taylor, Lilli Palmer, Curt Jurgens—5033 (4-3-63)—interesting adventure drama—Filmed in Austria  
**SAVAGE SAM**—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney meller.  
**SON OF FLUBBER**—C—100m.—Fred MacMurray, Nancy Olson, Ken Murray—5013 (1-23-63)—Disney comedy sequel should be hit with family audiences  
**SUMMER MAGIC**—CD-108m.—(TC)—Hayley Mills, Burl Ives, Dorothy McGuire—5061 (6-26-63)—Another Disney family entertainment  
**SWORD IN THE STONE, THE**—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart  
**20,000 LEAGUES UNDER THE SEA**—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature  
**YELLOWSTONE CUBS**—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

## TO BE REVIEWED

**BRISTLE FACE**—Brian Keith, Jeff Donnell  
**EMIL AND THE DETECTIVES**—Walter Slezak, Cindy Cassell  
**MARY POPPINS**—(TC)—Julie Andrews, Dick Van Dyke  
**MISADVENTURES OF MERLIN JONES, THE**—(TC)—Annette, Tommy Kirk  
**MOON-SPINNERS, THE**—Hayley Mills, Eli Wallach  
**THREE LIVES OF THOMASINA**—(TC)—Patrick McGoohan, Susan Hampshire  
**TIGER WALKS, A**—(TC)—Brian Keith, Vera Miles Sabu  
**THOSE CRAZY CALLOWAYS**—(TC)—Brandon De Wilde, Brian Keith

## COLUMBIA

## DISTRIBUTED DURING THE PAST 12 MONTHS

- BYE BYE BIRDIE**—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment  
**CARDINAL, THE**—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts  
**DIAMOND HEAD**—D-107m.—(PV; EC)—Charlton Heston, Yvette Mimieux, France Nuyen—5009 (1-9-63)—Lush settings, names boost drama's appeal  
**FURY OF THE PAGANS**—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program  
**GIDGET GOES TO ROME**—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy  
**IN THE FRENCH STYLE**—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France  
**JASON AND THE ARGONAUTS**—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects  
**JUST FOR FUN**—MU-72m.—Mark Wynter, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English  
**LAWRENCE OF ARABIA**—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
**L-SHAPED ROOM, THE**—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of girl's problem—English—Davis-Royal  
**MAN FROM THE DINERS' CLUB, THE**—C-96m.—Danny Kaye Cara Williams—5034 (4-3-63)—Cute comedy with Kaye touch  
**MANIAC**—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made  
**OLD DARK HOUSE, THE**—CMD-86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made  
**SEIGE OF THE SAXONS**—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England  
**REACH FOR GLORY**—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.  
**RUNNING MAN, THE**—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad  
**THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE**—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work  
**13 FRIGHTENED GIRLS**—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer  
**TWO TICKETS TO PARIS**—CMU-78m.—Joey Dee, Jeri Lynne Fraser—4997 (11-21-62)—Fair programmer  
**UNDER THE YUM YUM TREE**—C-110m.—(EC)—Jack Lemon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy  
**VICTORS, THE**—D-175m.—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

## COMING FEATURES IN ORDER OF RELEASE

Jan. **STRAIT-JACKET**—Joan Crawford, John Anthony Hayes  
**DR. STRANGELOVE**—Peter Sellers, Sterling Hayden

## COMING

**BEHOLD A PALE HORSE**—Gregory Peck, Anthony Quinn  
**CONGO VIVO**—Jean Sebastian, Bachir Toure  
**CRIMSON BLADE, THE**—Lionel Jeffries, June Thorburn—English  
**FAIL SAFE**—Henry Fonda, Dan O'Herlihy  
**FASTEST GUN, THE**—(C)—Audie Murphy, Merry Anders  
**FIRST MEN IN THE MOON**—(PV; TC)—Edward Judd, Martha Hyer  
**GOOD NEIGHBOR SAM**—(C)—Jack Lemmon, Romy Schneider  
**I LOVE, YOU LOVE**—(Ultrascopes; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet  
**LILITH**—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda  
**LONG SHIPS, THE**—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish  
**NEW INTERNS, THE**—Michael Callan, Stefanie Powers  
**PLAYBOY**—(C)—Tony Curtis  
**PLAY IT COOLER**—Anthony Newley, Anne Aubrey  
**PSYCHE 59**—Curd Jurgens, Patricia Neal  
**PUMPKIN EATER, THE**—Anne Bancroft, Peter Finch—English  
**SENILITA**—Anthony Franciosa, Claudia Cardinale  
**SWINGIN' MAIDEN, THE**—Michael Craig, Anne Helm, Jeff Donwell  
**THESE ARE THE DAMMED**—Macdonald Carey, Shirley Ann Field  
**TRAVELING LADY, THE**—Steve McQueen, Lee Remick  
**25th HOUR, THE**—Gregory Peck, Anthony Quinn  
**WATCH IT, SAILOR**—Dennis Price Marjorie Rhodes  
**WHISTLE YOUR WAY BACK HOME**—(C)—Feature Cartoon

## EMBASSY

**CONSTANTINE AND THE CROSS**—D-114m.—(TS; EC)—Cornel Wilde, Christine Kaufman—5001 (12-5-62)—Interesting, well-made spectacle—Italian; English dialogue  
**B1/2—FAN-135m.**—Mastrolanni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles  
**CONJUGAL BED, THE**—CD-90m.—Ugo Tognazzi, Vldady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles



**FACE IN THE RAIN, A**—D-81m.—Rory Calhoun, Marina Berti, Niall MacGinnis—5029 (3-20-63)—Supense in war for program—Italian; English language  
**LANDRU**—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles  
**LOVE AT TWENTY**—D-113m.—Jean-Pierre Leaud, Eleanora Rossi Drago—5021 (2-20-63)—Exploitable entry for art sports—Filmed abroad; English titles  
**MADAME**—CD-104m.—(TE; TC)—Sophia Loren, Robert Hossein—5025 (3-6-63)—Exploitable offering for art and other spots—Italian made; Dubbed in English  
**NIGHT IS MY FUTURE**—D-87m.—Mai Zetterling, Birger Malmsten—5009 (1-9-63)—Interesting Ingmar Bergman import—Swedish; English titles  
**SEVEN CAPITAL SINS**—Comp.-110.—(DS)—Dany Saval, Jean-Pierre Aumont—4997 (11-21-62)—Another off-beat entry for art spots—French—English titles  
**WOMEN OF THE WORLD**—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration

### COMING

Mar. **BEAR, THE**—Renato Rascal, Francis Blanche  
 April **APHRODITE, GODDESS OF LOVE**—(C)—Isabel Corey  
 June **PASSIONATE THIEF, THE**—Anna Magnani  
 June **YOUNG GIRLS OF GOOD FAMILY**—Ziva Rodann—French  
 July **LIGHT FANTASTIC, THE**—Dolores McDougal, Barry Bartle  
 July **LOVE MAKERS, THE**—Claudia Cardinale, Jean-Paul Belmondo  
 Sept. **THREE PENNY OPERA**—Curt Jurgens, June Ritchie  
 Oct. **GHOST AT NOON**—(C)—Brigitte Bardot, Jack Palance  
 Nov. **EMPTY CANVAS, THE**—Bette Davis, Horst Buchholz  
**ONLY ONE NEW YORK**—Documentary  
**YESTERDAY, TODAY AND TOMORROW**—Sophia Loren, Marcello Mastroianni

## MGM

### DISTRIBUTED DURING THE PAST 12 MONTHS

5421 **ANY NUMBER CAN WIN**—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made; English titles  
 315 **ARTURO'S ISLAND**—D-90m.—Reginald Kernan, Vanni De Maigret, Key Meersman—5009 (1-9-63)—Interesting import for art houses—Italian—English titles  
 310 **BILLY ROSE'S JUMBO**—125m.—(PV; MC)—Doris Day, Stephen Boyd, Jimmy Durante—5001 (12-5-62)—Colorful circus yarn boasts top names; great songs  
 316 **CAIRO**—MD-91m.—George Sanders, Richard Johnson—5017 (2-6-63)—Okay crime programmer in Egyptian locale  
 326 **CAPTAIN SINDBAD**—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertainment—Filmed abroad  
 331 **CATTLE KING**—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053 (6-12-63)—Large scale western  
 322 **COME FLY WITH ME**—CD-109m.—(PV; MC)—Dolores Hart, Hugh O'Brien, Karl Boehm—5084 (4-3-63)—Romantic adventures of three airline hostesses  
 313 **COUNTERFEITERS OF PARIS, THE**—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic charm and Jean Gabin—French; English titles  
 321 **COURTSHIP OF EDDIE'S FATHER, THE**—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—Fine entertainment for everyone  
 318 **DIME WITH A HALO**—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program  
 327 **DRUMS OF AFRICA**—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program  
 330 **FLIPPER**—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment  
 320 **FOLLOW THE BOYS**—MUC-95m.—(PV; MC)—Connie Francis, Paula Prentiss, Ron Randell—5022 (2-20-63)—Moderate musical aimed at teen audiences  
 319 **FOUR DAYS OF NAPLES, THE**—D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring import deserves highest rating—Italian; English titles  
 401 **HAUNTING, THE**—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
 317 **HOOK, THE**—D-98m.—(PV)—Kirk Douglas, Robert Walker—5013 (1-23-63)—Interesting, well-made drama about men in war  
 406 **HOOTENANNY HOOT**—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new country music craze  
 325 **IN THE COOL OF THE DAY**—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-28-63)—Fairly interesting romance  
 323 **IT HAPPENED AT THE WORLD'S FAIR**—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on Presley draw  
 312 **KILL OR CURE**—C-88m.—Terry Thomas, Eric Sykes, Moira Redmond—4998 (11-21-62)—Fair comedy who-dun-it import—English  
 307 **MAIN ATTRACTION, THE**—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus background—Filmed in England and Italy  
 340 **MONKEY IN WINTER**—D-104m.—Jean Gabin, Jean-Paul Belmondo, Suzanne Flon—5017 (2-6-63)—Okay entry for art spots—French; English titles  
 403 **MURDER AT THE GALLOP**—CD-81m.—(PV)—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in another delightful mystery-comedy—English  
 355 **MUTINY ON THE BOUNTY**—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating adventure entry  
 305 **PASSWORD IS COURAGE**—CD-116m.—Dirk Bogarde, Maria Perschy—5010 (1-9-63)—Exciting, well-made P.O.W. comedy drama—English  
 324 **RIFIPI IN TOKYO**—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made in Japan  
 306 **SAVAGE GUNS, THE**—W-85m.—(MC; MS)—Richard Basehart, Marie Grenada—5022 (2-20-63)—Average western for program Made in Spain  
 309 **SEVEN SEAS TO CALAIS**—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure—Italian; spoken in English  
 328 **SLAVE, THE**—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made dubbed in English  
 304 **SQUARE OF VIOLENCE**—MD-113m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made  
 304 **SWORDSMAN OF SIENA**—MD-92m.—(CS; EC)—Stewart Granger, Sylvia Koscina—4998 (11-21-62)—Action and intrigue for the program—Filmed abroad  
 333 **TARZAN'S THREE CHALLENGES**—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan adventure—Filmed abroad  
 334 **TICKLISH AFFAIR, A**—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy aimed at family audiences  
 314 **TRIAL AND ERROR**—CD-99m.—Peter Sellers, Richard Attenborough—4998 (11-21-62)—For the art houses—English  
 409 **TWILIGHT OF HONOR**—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting trial drama for adults  
 404 **WHEELER DEALERS, THE**—C-106m.—(PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright, star-filled farce  
 356 **WONDERFUL WORLD OF THE BROTHERS GRIMM, THE**—CDFAN-129m.—(CN; TC)—Laurence Harvey, Claire Bloom, Walter Slezak—4958 (7-25-62)—High rating  
 336 **YOUNG AND THE BRAVE, THE**—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer  
 402 **V.I.P.'s THE**—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent names—English made

### COMING FEATURES IN ORDER OF RELEASE

July **DAY AND THE HOUR, THE**—Simon Signoret, Stuart Whitman  
 July **TWO ARE GUILTY**—(Dialyscope)—Anthony Perkins, Jean Claude Brialy  
 Sept. **VICE AND VIRTUE**—Catherine Daneuve, Annie Girardot, Robert Hassenin  
 Oct. **GOLDEN ARROW, THE**—(TE; EC)—Tab Hunter, Rosanna Padesta  
 Oct. **TIKO AND THE SHARK**—(WS; C)—Tahitian Cast  
 Nov. **GLADIATORS SEVEN**—(CS)—Richard Harrison  
 Jan. **SUNDAY IN NEW YORK**—(MC)—Jane Fonda, Cliff Robertson

### COMING

**CHILDREN OF THE DAMNED**—Ian Hendry, Alan Badel—England  
**COMPANY OF COWARDS, THE**—(PV)—Glenn Ford, Stella Stevens, Jim Backus  
**FAMILY DIARY**—Marcello Mastroianni  
**GLOBAL AFFAIR, A**—Bob Hope, Lilo Pulver, Yvonne DeCarlo  
**GOLD FOR THE CAESARS**—(C)—Jeffrey Hunter  
**GUNFIGHTERS AT CASA GRANDE**—Alex Nicol  
**LOOKING FOR LOVE**—(MC)—Connie Francis, Jim Hutton  
**MAIL ORDER BRIDE**—(PV; MC)—Buddy Ebsen, Kier Dullea  
**MGM'S BIG PARADE OF COMEDY**—Compilation  
**NATIVES ARE RESTLESS TONIGHT, THE**—(C)—Nancy Kwan, John Fraser  
**NIGHT MUST FALL**—Albert Finney—English  
**NIGHT OF THE IGUANA**—Richard Burton, Ava Gardner, Deborah Kerr  
**OF HUMAN BONDAGE**—(PV; MC)—Kim Novak, Laurence Harvey  
**POSTMAN'S KNOCK**—Spike Milligan, Barbara Shelley

• **Family Diary** ..... MGM  
 • **Fantasia—Re.** ..... A2 BV  
 • **Farewell To Arms, A—Re.** ..... 8 Fox  
 • **Fastest Gun, The** ..... Col.  
 • **Fear** ..... A-1  
 • **Fiasco In Milan** ..... For.  
 • **55 Days At Peking** ..... A1 AA  
 • **Firebrand** ..... 8 Fox  
 • **First Men In The Moon** ..... Col.  
 • **Five Miles To Midnight** ..... A3 UA  
 • **Flight From Ashiya** ..... UA  
 • **Flight Into Fright** ..... A-1  
 • **Flipper** ..... A1 MGM  
 • **Follow The Boys** ..... 8 MGM  
 • **For Love Or Money** ..... B U-I  
 • **For Those Who Think Young** ..... UA  
 • **40 Pounds of Trouble** ..... A2 U-I  
 • **Four Days Of Naples** ..... A2 MGM  
 • **Four For Texas** ..... W8  
 • **Free White and 21** ..... 8 A-1  
 • **French Came, The** ..... For.  
 • **Freud: The Secret Passion** ..... A4 U-I  
 • **From Russia, With Love** ..... UA  
 • **Fruit Is Ripe** ..... For.  
 • **Fun In Acapulco** ..... A3 Par.  
 • **Fury Of The Pagans** ..... A2 Col.

### G

**Gathering Of Eagles, A** ..... A1 U-I  
 • **Ghost At Noon** ..... Emb.  
 • **Giant—Re** ..... A1 W8  
 • **Gidget Goes To Rome** ..... A1 Col.  
 • **Girl Hunters, The** ..... B For.  
 • **Girl Named Tamiko, A** ..... B Par.  
 • **Girl With Green Eyes** ..... UA  
 • **Gladiators Seven** ..... MGM  
 • **Global Affair, A** ..... MGM  
 • **Gold For The Caesars** ..... MGM  
 • **Golden Arrow, The** ..... MGM  
 • **Goliath And The Sins Of** .....  
 • **Babylon** ..... A-1  
 • **Gone Are The Days** ..... A2 Misc.  
 • **Good Neighbor Sam** ..... Col.  
 • **Good Soup, The** ..... Fox  
 • **Great Caruso, The—RE** ..... A1 Misc.  
 • **Great Escape, The** ..... A1 UA  
 • **Great Race, The** ..... WB  
 • **Great Van Robbery, The** ..... A1 UA  
 • **Greatest Story Ever Told, The** ..... UA  
 • **Greenwich Village Story** ..... Misc.  
 • **Gunfight At Comanche Creek** ..... A3 AA  
 • **Gunfighter at the OK** .....  
 • **Corral—Re.** ..... 8 Par.  
 • **Gunfighter At Casa Grande** ..... MGM  
 • **Gunhand, The** ..... U  
 • **Gun Hawk, The** ..... 8 AA

### H

**Hand Of Death** ..... A2 Fox  
**Harbor Lights** ..... A2 Fox  
**Haunted Palace** ..... A2 A-1  
**Haunting, The** ..... A2 MGM  
 • **He Rides Tall** ..... U  
**Head, The** ..... B For.  
**Heavenly Bodies** ..... Misc.  
**Heavens Above** ..... A3 For.  
**Hercules and the Captive Women** ..... A1 For.  
 • **Here's Las Vegas** ..... UA  
 • **Hide And Seek** ..... A2 U  
**Hook, The** ..... A2 MGM  
**Hootenanny Hoot** ..... A2 MGM  
**Hot Money Girl** ..... For.  
**House Of The Damned** ..... A2 Fox  
**Householder, The** ..... A2 For.  
**How The West Was Won** ..... A1 MGM  
**Hud** ..... A3 Par.

### I

**I Could Go On Singing** ..... A3 UA  
 • **I Love, You Love** ..... C Col.  
**Incredible Journey, The** ..... 8V  
**Impersonator, The** ..... For.  
**In Search Of The Castaways** ..... A1 BV  
**In The French Style** ..... A3 Col.  
**In The Cool Of The Day** ..... B MGM  
 • **Incredible Mr. Limpet, The** ..... A1 WB  
**Invasion Of The Star Creatures** ..... A1 A-1  
 • **Invitation To A Gunfighter** ..... UA  
**Irma La Douce** ..... B UA  
 • **Iron Kiss, The** ..... AA  
**Island Of Love** ..... B WB  
 • **Island Of The Blue Dolphins** ..... U  
**It Happened At The World's Fair** ..... A2 MGM  
 • **It's Alive** ..... A1  
 • **It's A Mad, Mad, Mad, Mad** .....  
**World** ..... A1 UA  
**It's Only Money** ..... A1 Par.

### J

**Jason and the Argonauts** ..... A1 Col.  
**Jumbo** ..... A1 MGM  
**Johnny Cool** ..... B UA  
**Just For Fun** ..... A2 Col.



## K

Kill or Cure .....	A1	MGM
King Kong vs. Godzilla .....	A1	U
Kings Of The Sun .....	UA	
Kiss Of The Vampire .....	A2	U
Kisses For My President .....	WB	

## L

L-Shaped Room, The .....	A4	Col.
Ladybug, Ladybug .....	UA	
Lady For A Knight .....	UA	
Lady In A Cage .....	B	Par.
Lancelot And Guinevere (Sword of Lancelot) .....	A2	U-I
La Poupee .....	For.	
Landru .....	B	Emb.
Lassie's Great Adventure .....	A1	Fox
Last Train From Gun Hill, The—Re. ....	A2	Par.
Lawrence Of Arabia .....	A2	Col.
Law Of The Lawless .....	Par.	
Lazarillo .....	A2	For.
Le Amiche (The Girl Friends) ..	For.	
Leopard, The .....	A3	Fox
Life In Danger, A .....	A2	AA
Light Fantastic, The .....	B	Emb.
Light Of Day, The .....	UA	
Lilies Of The Field, The .....	A1	UA
Lilith .....	Col.	
List Of Adrian Messenger, The ..	A1	U-I
Long Absence, The .....	A2	For.
Long Ships, The .....	Col.	
Longest Day, The .....	A1	Fox
Looking For Love .....	For.	MGM
Lord Of The Flies .....	A2	For.
Love At Twenty .....	A3	EMB
Love Is A Ball .....	A3	UA
Love Makers, The .....	Emb.	
Love With The Proper Stranger ..	Par.	
Lover Come Back—Re. ....	B	U

## M

Madame .....	B	Emb.
Magnificent Sinner, The .....	A3	For.
Mail Order Bride .....	MGM	
Main Attraction, The .....	B	MGM
Man From The Dinners' Club .....	A1	Col.
Man From Galveston, The .....	WB	
Man In The Middle .....	Fox	
Man Who Knew Too Much, The —RE .....	A1	Par.
Maniac .....	A3	Col.
Man's Favorite Sport? .....	U-I	
Marilyn .....	B	Fox
Mary Poppins .....	BV	
Marriage Of Figaro .....	A3	For.
Mary, Mary .....	A2	WB
Masque Of The Red Death .....	AI	
MGM's Big Parade Of Comedy ..	MGM	
McLintock .....	A1	UA
Merlin Jones .....	BV	
Mighty Ursus .....	A2	UA
Mill Of The Stone Women .....	For.	
Mind Benders, The .....	A3	A-I
Miracle Of The White Stallions .....	A1	BV
Misadventures of Merlin Jones ..	BV	
Monkey In Winter .....	A3	MGM
Monstrosity .....	Misc.	
Moon-Spinners, The .....	BV	
Mouse On The Moon .....	A1	For.
Move Over, Darling .....	Fox	
Murder At The Gallop .....	A1	MGM
Muriel .....	For.	
Mutiny On The Bounty .....	A2	MGM
My Fair Lady .....	WB	
My Hobo .....	For.	
My Life To Live .....	C	For.
My Name Is Ivan .....	A2	For.
My Six Loves .....	A1	Par.
My Son, The Hero .....	A1	UA
Myster Submarine .....	A1	U-I

## N

Natives Are Restless Tonight, The	MGM	
Nature's Sweethearts .....	Misc.	
New Interns, The .....	Col.	
New Kind Of Love, A .....	B	Par.
Night Is My Future .....	B	Emb.
Night Must Fall .....	MGM	
Night Of The Iguana .....	MGM	
Night Tide (Filmgroup) .....	A-I	
Nine Hours To Rama .....	A3	Fox
Now It Can Be Told .....	AA	
Nutty Professor, The .....	A1	Par.

## O

Of Human Bondage .....	MGM	
Of Love And Desire .....	B	Fox
Old Dark House, The .....	A2	Col.
One Man's Way .....	UA	
Operation Bikini .....	B	A-I
Only One New York .....	Emb.	
Ordered To Love .....	For.	
Out-Of-Towners, The .....	WB	

## SERVISECTION 4

PRIZE, THE—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson  
 RHINO—(MC)—Harry Guardino, Robert Culp  
 SEVEN FACES OF DR. LAO, THE —(WS; C)—Tony Randall, Barbara Eden  
 SMOG—(WS)—Annie Girardot, Renato Salvatore  
 TAMAHINE—(C)—Nancy Kwan, John Fraser  
 UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell  
 VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan  
 VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

## PARAMOUNT

## DISTRIBUTED DURING THE PAST 12 MONTHS

6307	ALL THE WAY HOME—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6221	COME BLOW YOUR HORN—C—112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220	DONOVAN'S REEF—CD—107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301	DON'T GIVE UP THE SHIP—C—89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217	DUEL OF THE TITANS—MD—90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
6210	GIRL NAMED TAMIKO, A—D—110m.—(TC; PV)—Laurence Harvey, France Nuyen—5001 (12-5-62)—Lush romantic drama of modern Japan—Filmed in Japan
R6218	GUNFIGHT AT THE O.K. CORRAL—W—122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216	HUD—D—112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
6206	IT'S ONLY MONEY—C—84m.—Jerry Lewis, Joan O'Brien—4999 (11-21-62)—Funny Jerry Lewis entry
R6223	LAST TRAIN FROM GUN HILL, THE—W—94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
R6214	MAN WHO KNEW TOO MUCH, THE—MD—120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller
6213	MY SIX LOVES—CD—101m.—(TC)—Debbie Reynolds, Cliff Robertson—5025 (3-6-63)—Warm, entertaining family treat
6304	NEW KIND OF LOVE, A—C—110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219	NUTTY PROFESSOR, THE—C—107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6212	PAPA'S DELICATE CONDITION—C—98m.—(TC)—Jackie Gleason, Glynis Johns—5022 (2-20-63)—Comedy offers fun for the family
R6302	ROCK-A-BYE BABY—C—116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
R6308	TO CATCH A THIEF—MYC—106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215	TROUBLE WITH HARRY, THE—C—99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309	VERTIGO—MD—127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
6207	WHO'S GOT THE ACTION—C—93m.—(PV; TC)—Dean Martin, Lana Turner, Eddie Albert—5006 (12-19-62)—Names aid moderately amusing farce
6303	WIVES AND LOVERS—C—103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

## COMING FEATURES IN ORDER OF RELEASE

Nov.	FUN IN ACAPULCO—(TC)—Elvis Presley, Ursula Andress
Dec.	WHO'S BEEN SLEEPING IN MY BED—(TC)—Dean Martin, Carol Burnett
Dec.	WHO'S MINDING THE STORE?—(TC)—Jerry Lewis, Jill St. John

## COMING

BECKET—(PV; EC)—Richard Burton, Peter O'Toole  
 CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer  
 CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth  
 FALL OF THE ROMAN EMPIRE—(UltraIPV; TC)—Sophia Loren, Stephen Boyd  
 LAW OF THE LAWLESS—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix  
 LADY IN A CAGE—Olivia de Havilland, Jeff Corey, Ann Sothorn  
 LOVE WITH THE PROPER STRANGER—Steve McQueen, Natalie Wood  
 PARIS PICK-UP—Robert Hossein, Lea Massar—French-made  
 PARIS WHEN IT SIZZLES—(TC; PV)—William Holden, Audrey Hepburn  
 SEVEN DAYS IN MAY—Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner  
 SON OF CAPTAIN BLOOD, THE—(TC)—Sean Flynn, Ann Todd  
 STAGECOACH TO HELL—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady

## 20TH CENTURY-FOX

## DISTRIBUTED DURING THE PAST 12 MONTHS

216	AIR PATROL—MD—70m.—(CS)—Willard Parker, Merry Anders—5014 (1-23-63)—Average police meller
304	DAY MARS INVADERS, THE—MD—70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
	CLEOPATRA—D—221m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312	CONDEMNED OF ALTONA, THE—D—114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
320	FAREWELL TO ARMS, A—D—123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
217	FIREBRAND, THE—W—63m.—(CS)—Kent Taylor, Lisa Montell, Valentin De Vargas—5010 (1-9-63)—Okay western
212	HAND OF DEATH—MD—62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317	HARBOR LIGHTS—MD—68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313	HOUSE OF THE DAMNED—MD—62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers
311	LEOPARD, THE—D—165m.—(CS; DC)—Burt Lancaster, Alain Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
221	LONGEST DAY, THE—D—180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
302	MARILYN—DOC.—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
307	NINE HOURS TO RAMA—D—125m.—(CS; DC)—Horst Buchholz, Jose Ferrer, Valerie Gearon—5022 (2-20-63)—Engrossing dramatic reenactment of Gandhi's assassination—Filmed in India and England
319	OF LOVE AND DESIRE—D—97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316	POLICE NURSE—MD—64m.—(CS)—Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
306	ROBE, THE—D—133m.—(TC; CS)—Richard Burton, Jean Simmons—5017 (2-6-63)—Excellent—Reissue
301	SODOM AND GOMORRAH—D—154m.—(DC)—Stewart Granger, Pier Angeli—5014 (1-23-63)—Biblical spectacle flavored with sin for mass market—Made in Italy
309	STRIPPER, THE—D—95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
323	TAKE HER, SHE'S MINE—C—98m.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
308	THIRTY YEARS OF FUN—COMP—85m.—Produced by Robert Youngson—5023 (2-20-63)—Highly amusing compilation of footage of yesteryear
326	THUNDER ISLAND—MD—65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
315	YELLOW CANARY, THE—D—93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller
303	YOUNG GUNS OF TEXAS—W—78m.—(CS; DC)—James Mitchum, Alana Ladd—4999 (11-21-62)—Program entry has angles

## COMING FEATURES IN ORDER OF RELEASE

Sept.	LASSIE'S GREAT ADVENTURE—(DC)—June Lockhart, Hugh Reilly
Nov.	YOUNG SWINGERS, THE—(CS)—Molly Bee
Dec.	MOVE OVER DARLING—(CS; DC)—Doris Day, James Garner

## COMING

GOOD SOUP, THE—(CS)—Franchot Tone, Annie Girardot  
 MAN IN THE MIDDLE—(CS)—Robert Mitchum, France Nuyen  
 PLEASE, NOT NOW!—(CS)—Brigitte Bardot  
 SHOCK TREATMENT—(CS)—Stuart Whitman, Carol Lynley  
 SURF PARTY—(CS)—Bobby Vinton, Jackie DeShannon  
 THIRD SECRET, THE—(CS)—Stephen Boyd, Patricia Neal—English  
 VISIT, THE—(CS)—Ingird Bergman, Anthony Quinn  
 WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum



UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6310 **AMAZONS OF ROME**—SPEC.—93m.—(EC)—Louis Jourdan, Sylvia Syms—5025 (3-6-63)—Actionful ancient war spectacle—French-Italian co-production; dubbed in English
- BEAUTY AND THE BEAST**—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
- BIG RISK, THE**—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
- 6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
- 6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergen, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
- 6305 **CHILD IS WAITING, A**—D-102m.—Burt Lancaster, Judy Garland—5014 (1-23-63)—Touching drama of retarded children, has top names—Kramer
- 6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
- COURT MARTIAL**—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
- 6308 **DIARY OF A MADMAN**—MD-96m.—(TC)—Vincent Price, Nancy Kovack—5025 (3-6-63)—Good horror show for program—Admiral
- 6307 **DR. NO**—MD-111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli
- 6306 **FIVE MILES TO MIDNIGHT**—D-110m.—Sophia Loren, Anthony Perkins—5023 (2-20-63)—Drama has suspense, intrigue, other angles—Litvak
- 6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch
- 6302 **GREAT VAN ROBBERY, THE**—MD-73m.—Denis Shaw, Kay Collard—5014 (1-23-63)—Okay action programmer—Danziger—English
- 6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English
- 6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
- 6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
- 6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
- 6309 **LOVE IS A BALL**—C-112m.—(PV; TC)—Glenn Ford, Hope Lange, Charles Boyer—5026 (3-6-63)—Slick sophisticated comedy romp—Oxford-Gold Medal
- 6220 **MIGHTY URSUS**—MD-92m.—(EC)—Ed Fury, Christina Cajori—5010 (1-9-63)—Ancient legend is a fair thriller—Italy and Spain; dubbed in English—Cine Italia and Atena
- 6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
- 6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
- 6303 **TARAS BULBA**—D-122m.—(PV; EC)—Tony Curtis, Yul Brynner, Christine Kaufman—5006 (12-19-62)—Action packed Cossack adventure should ride to good returns—Hecht
- 6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix
- TOM JONES**—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
- 6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
- 6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
- 6236 **VAMPIRE AND THE BALLERINA, THE**—MD-84m.—Helene Remy, Maria Luisa Rolando—5006 (12-19-62)—Moderate horror entry from the program—Italian made; dubbed in English—C.I.F. Consorzio Italiano Film

COMING FEATURES IN ORDER OF RELEASE

- Nov. **IT'S A MAD, MAD, MAD, MAD WORLD**—(TC; CN)—Spencer Tracy, Milton Berle, Ethel Merman (Kramer)
- Nov. **McLINTOCK!**—PV; TC)—John Wayne, Maureen O'Hara—Batjac
- Dec. **LADYBUG, LADYBUG**—Jane Connell, William Daniels, Alice Playten—Perry
- Dec. **KINGS OF THE SUN**—(PV; DC)—Yul Brynner, Shirley Ann Field—Mirisch
- Jan. **CEREMONY, THE**—Laurence Harvey, Sarah Miles

COMING

- BEST MAN, THE**—Henry Fonda, Cliff Robertson, Margaret Leighton-Miller-Turman
- COOL MIKADO, THE**—(EC)—Dennis Price, Stubby Kaye
- DUBIOUS PATRIOTS, THE**—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
- FLIGHT FROM ASHIYA**—(PV)—Yul Brynner, Suzy Parker—Hecht
- FOR THOSE WHO THINK YOUNG**—(TS; TC)—James Darren, Pamela Tiffin—Essex
- FROM RUSSIA, WITH LOVE**—(TS; TC)—Sean Connery, Lotte Lenya—Eon
- GIRL WITH GREEN EYES**—Rita Tushingham, Peter Finch—Woodfall—English
- GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
- HERE'S LAS VEGAS**—(Pathe; Color)—Personnel of Las Vegas Shows—Case, Roach
- INVITATION TO A GUNFIGHTER**—(PV; EC)—Yul Brynner, Janice Rule—Kramer
- LADY FOR A KNIGHT**—Norman Wisdom, Millicent Martin (Knightsbridge)
- LIGHT OF DAY, THE**—Melina Mercouri, Maximilian Schell—Filmways
- ONE MAN'S WAY**—Don Murray, Diana Hyland—Ross
- PINK PANTHER, THE**—(Super-TE 70; TC)—Peter Sellers, Capucine, David Niven, Robert Wagner—Mirisch
- PROPER TIME, THE**—Tom Laughlin, Nira Monsour—Laughlin
- REACH FOR THE STARS**—Don Murray—Ross
- 633 SQUADRON**—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
- SPIDER'S WEB, THE**—(TC)—Glynis Johns, John Justin—Danziger
- TAKE LOVE EASY**—Peter Finch, Rita Tushingham—Richardson
- TRAIN, THE**—Burt Lancaster, Jeanne Moreau
- WHEREVER LOVE TAKES ME**—William Holden, Susannah York—Helvia
- WOMEN OF STRAW**—(C)—Gina Lollobrigida Sean Connery
- WORLD OF HENRY ORIENT, THE**—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts
- YOUNG LUCIFER**—George Chakiris, Tuesday Weld—Mirisch

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 **BIRDS, THE**—D-120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice
- CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
- 6303 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee, Bobby Darin—5017 (2-6-63)—Highly enjoyable comedy—Reissue
- CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
- 6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
- 6301 **FREUD: THE SECRET PASSION**—D-139m.—Montgomery Cliff, Susannah York, Larry Parks—5006 (12-19-62)—Quality entry for the discriminating
- 6304 **40 POUNDS OF TROUBLE**—C-102m.—(PV; EC)—Tony Curtis, Suzanne Pleshette, Phil Silvers, Claire Wilcox—5003 (12-5-62)—Highly enjoyable entertainment
- 6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
- 6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
- 6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
- 6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
- 6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
- 6302 **LOVER COME BACK**—C-107m.—(EC)—Rock Hudson, Doris Day—5017 (2-6-63)—Comedy has angles to make it a hit—Reissue
- 6305 **MYSTERY SUBMARINE**—MD-99m.—Edward Judd, James Robertson Justice—5010 (1-9-63)—Okay program entry—English
- 6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English
- 6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program
- SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE**
- 6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry

P

- Pagan Island ..... Misc.
- Pair Of Briefs, A ..... For.
- Palm Springs Week-End ..... B WB
- Parnoiac ..... A2 U-I
- Papa's Delicate Condition ..... A1 Par.
- Paris Pick-Up ..... Par.
- Paris When It Sizzles ..... Par.
- Passionate Thief, The ..... A3 Emb.
- Password Is Courage, The ..... A1 MGM
- Payroll ..... B AA
- Peep Shows Of Paris ..... Misc.
- Pillar Of Fire, The ..... For.
- Pink Panther ..... A3 UA
- Playboy ..... Col.
- Playboy Of The Western World ..... A2 For.
- Playgirls And The Vampire, The ..... For.
- Play It Cool ..... A2 AA
- Play It Cooler ..... Col.
- Please, Not Now! ..... C Fox
- Police Nurse ..... A3 Fox
- Postman's Knock ..... MGM
- PT 109 ..... A1 WB
- Prize, The ..... A3 MGM
- Promises, Promises ..... Misc.
- Proper Time, The ..... UA
- Psyche 59 ..... Col.
- Public Affair, A ..... Misc.
- Pumpkin Eater, The ..... Col.
- Pyro ..... A3 A-I

R

- Rage Of The Buccaneers ..... For.
- Rampage ..... B WB
- Raven, The ..... A1 A-I
- Reach For Glory ..... Col.
- Reach For The Stars ..... UA
- Renegade Posse ..... U
- Reptilicus ..... A1 A-I
- Resurrection ..... For.
- Rhino ..... MGM
- Riffi In Tokyo ..... A3 MGM
- Robe, The—Re. .... A1 Fox
- Robin And The 7 Hoods ..... WB
- Rock-A-Bye Baby—Re. .... A1 Par.
- Run With The Devil ..... For.
- Running Man, The ..... A3 Col.

S

- Samson And The 7 Miracles Of The World ..... A2 A-I
- Samson And The Slave Queen ..... A2 For.
- Sanjuro ..... A2 BV
- Savage Sam ..... A1 BV
- Savage Guns ..... A2 MGM
- Scanty Panties ..... Misc.
- Season For Love, The ..... For.
- Senilita ..... Col.
- Seven Capital Sins ..... C Emb.
- Seven Days In May ..... Par.
- Seven Faces Of Dr. Lao, The ..... MGM
- Seven Seas To Calais ..... A1 MGM
- Sex And The Single Girl ..... WB
- Shock Corridor ..... B AA
- Shock Treatment ..... Fox
- Show Boat—RE ..... A2 Misc.
- Showdown ..... A2 U
- Siege Of The Saxons ..... A1 Col.
- 633 Squadron ..... UA
- Slave, The ..... A2 MGM
- Small World Of Sammy Lee, The ..... B For.
- Smog ..... MGM
- Sodom And Gomorrah ..... B Fox
- Soldier In The Rain ..... AA
- Some People ..... A-I
- Son Of Captain Blood, The ..... Par.
- Son Of Flubber ..... A1 BV
- Sound Of Trumpets, The ..... For.
- Sparrows Can't Sing ..... A3 For.
- Spencer's Mountain ..... A3 WB
- Spider's Web, The ..... UA
- Square Of Violence ..... A2 MGM
- Stagecoach To Hell ..... Par.
- Steam Heat ..... Misc.
- Steppe, The ..... For.
- Stolen Hours ..... A2 UA
- Strait-jacket ..... Col.
- Strangler, The ..... AA
- Stripper, The ..... B Fox
- Suitor, The ..... A2 For.
- Summer Holiday ..... A-I
- Summer Magic ..... A1 BV
- Summer Place—Re. .... B WB
- Sunday In New York ..... MGM
- Surf Party ..... Fox
- Swingin' Maiden, The ..... Col.
- Sword And The Stone ..... A1 BV
- Sword Of Lancelot (See Lancelot And Guinevere) ..... A1 MGM
- Swordsman Of Sienna ..... A1 MGM



# T

Take Her, She's Mine .....	A3	Fox
• Take Love Easy .....		UA
• Tamahine .....		MGM
Tammy And The Doctor .....	A1	U-I
Taras Bulba .....	A2	UA
Tarzan's Three Challenges .....	A1	MGM
Term Of Trial .....	A3	WB
Terror, The .....	A2	A-I
• These Are The Damned .....		Col.
Three Fables Of Love .....	B	For.
• Three Lives Of Thomasina, The ..		BY
• Three Penny Opera .....		Emb.
Three Stooges Go Around The		
World In A Daze .....		Col.
Third Of A Man .....	A2	UA
• Third Secret, The .....		Fox
Thrill Of It All, The .....	A2	U-I
13 Frightened Girls .....	A1	Col.
Thirty Years Of Fun .....	A1	Fox
This Sporting Life .....	A4	For.
• Those Crazy Callows .....		BY
Thunder Island .....	A2	Fox
Ticklish Affair, A .....	A1	MGM
• Tiger Walks, A .....		BY
• Tiko And The Shark .....		MGM
Time Out For Love .....	B	For.
To Catch A Thief—Re. ....	A2	Par.
To Kill A Mocking Bird .....	A2	U-I
Tom Jones .....	A4	UA
Toys In The Attic .....	A3	UA
Traitors, The .....	A1	U
• Train, The .....		UA
Trauma .....		Misc.
• Traveling Lady, The .....		Col.
Trial And Error .....	A3	MGM
Trouble With Harry, The—Re. ...	B	Par.
20,000 Leagues Under The Sea—Re.	A1	BY
• 25th Hour, The .....		Col.
Twice Told Tales .....	A2	UA
Twilight Of Honor .....	A3	MGM
• Two Are Guilty .....		A3
Two Nights With Cleopatra ...		For.
Two Tickets To Paris .....	A2	Col.

# U

Ugly American, The .....	A1	U-I
• Under Age .....		AI
Under The Yum Yum Tree .....	A4	Col.
• Unsinkable Molly Brown, The ...		MGM

# V

Vampire And The Ballerina, The .	B	UA
Vertigo—Re. ....	A2	Par.
• Vice And Virtue .....		MGM
Victors, The .....		Col.
• Village Of Daughters .....		MGM
Violated Paradise .....		For.
• Visit, The .....		Fox
• Viva Las Vegas .....		MGM
V.I.P.'s, The .....	A3	MGM

# W

Wall Of Noise .....	B	WB
Walleyed Nippon .....		For.
• War Is Hell .....	A2	AA
• Watch It, Sailor .....		Col.
Werewolf In A Girl's Dormitory .	A2	Misc.
• What A Way To Go! .....		Fox
Wheeler Dealers, The .....	A2	MGM
When The Girls Take Over .....		Misc.
• Wherever Love Takes Me .....		UA
• Whistle Your Way Back Home ...		Col.
• Who's Been Sleeping In My Bed .	B	Par.
• Who's Minding The Store? .....		Par.
Who's Got The Action .....	A3	Par.
• Wild And Wonderful .....		U
Wild Is My Love .....		Misc.
Wives And Lovers .....	B	Par.
• Women Of Straw .....		UA
Women Of The World .....	C	Emb.
Wonderful World Of The Brothers		
Grimm, The .....	A1	MGM
• World Of Henry Orient, The ....		UA

# X

X—The Man With The X-Ray Eyes	A2	A-I
-------------------------------	----	-----

# Y

• Year Of The Tiger .....		AA
Yellow Canary, The .....	A2	Fox
Yellowstone Cubs .....		BY
• Yesterday, Today And Tomorrow		Emb.
Young And The Brave .....	A1	MGM
• Young Girls Of Good Family ...		Emb.
Young Guns Of Texas .....	A1	Fox
• Youngblood Hawke .....		WB
• Whistle Your Way Back Home ...		Col.
• Young Lucifer .....		UA
Young Racers, The .....	A2	A-I
• Young Swingers, The .....	A1	Fox

6316	THRILL OF IT ALL, THE—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy
6306	TO KILL A MOCKINGBIRD—D—129m.—Gregory Peck, Mary Badham, Phillip Alford—5007 (12-19-62)—Well-made and absorbing drama
6317	TRAITORS, THE—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English
6308	UGLY AMERICAN, THE—D—120m.—(EC)—Marlon Brando, Sandra Church—5035 (4-3-63)—High rating, topical drama

## COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones  
 BRASS BOTTLE, THE—(EC)—Tony Randall, Burl Ives, Barbara Eden  
 CHALK GARDEN, THE—(TC)—Hayley Mills, Deborah Kerr  
 DARK PURPOSE—(TC)—Shirley Jones, Rossano Brazzi  
 GUNHAND, THE—Tony Young, Dan Duryea  
 HE RIDES TALL—Dan Duryea, Tony Young, Joe Morrow  
 HIDE AND SEEK—Janet Munro, Curt Jurgens  
 ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Jule Jayne  
 MAN'S FAVORITE SPORT?—(TC)—Rock Hudson, Paula Prentiss  
 RENEGADE POSSE—(EC)—Audie Murphy, Darren McGavin  
 WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kaufmann

## WARNER BROS.

### DISTRIBUTED DURING THE PAST 12 MONTHS

263	AUNTIE MAME—C—143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
352	BLACK GOLD—MD—98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn
352	CASTILIAN, THE—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
259	CRITICS CHOICE—C—100m.—(PV; TC)—Bob Hope, Lucille Ball—5035 (4-3-63)—Amusing comedy gets big 'name' boost
256	DAYS OF WINE AND ROSES—D—117m.—Jack Lemmon, Lee Remick, Charles Bickford—5004 (12-5-62)—Grim, well-made drama of evils of alcohol
257	GIANT—D—201m.—(WC)—Elizabeth Taylor, Rock Hudson James Dean—5017 (2-6-63)—A glant of a picture—Reissue
264	ISLAND OF LOVE—C—101m.—(PV; TC)—Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy
354	MARY, MARY—C—126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
	PALM SPRINGS WEEKEND—CD—100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
266	PT 109—D—140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's war-time experiences
353	RAMPAGE—D—98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
265	SPENCER'S MOUNTAIN—D—119m.—(PV; TC)—Henry Fonda, Maureen O'Hara—5026 (3-6-63)—Highly interesting drama for family trade
	SUMMER PLACE—D—130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
255	TERM OF TRIAL—D—113m.—Laurence Olivier, Simone Signoret—5015 (1-23-63)—Sensitive, well-acted drama—English
351	WALL OF NOISE—D—112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

### COMING FEATURES IN ORDER OF RELEASE

Jan.	FOUR FOR TEXAS—(TC; PV)—Frank Sinatra, Dean Martin, Anita Ekberg
Jan.	MAN FROM GALVESTON, THE—Jeffrey Hunter, Joanna Moore, Preston Foster

## COMING

ACT ONE—George Hamilton, Jason Robards, jr.  
 AMERICA AMERICA—Stathis Giallelis  
 CHEYENNE AUTUMN—(Super-PV 70; C)—Spencer Tracy, James Stewart, Carroll Baker  
 DEAD RINGER—Bette Davis, Karl Malden, Peter Lawford  
 DISTANT TRUMPET, A—(PV; TC)—Troy Donohue, Suzanne Pleshette  
 DR. CRIPPEN—Donald Pleasance, James Robertson Justice  
 ENSIGN PULVER—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins  
 GREAT RACE, THE—(WS; C)—Burt Lancaster, Jack Lemmon  
 INCREDIBLE MR. LIMPET, THE—(TC)—Don Knotts, Carole Cook  
 KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen  
 MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn  
 OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page  
 ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby  
 SEX AND THE SINGLE GIRL—Tony Curtis, Natalie Wood, Henry Fonda  
 YOUNGBLOOD HAWKE—(TC)—James Franciscus, Suzanne Pleshette

## MISCELLANEOUS

BALCONY, THE—D—84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental  
 BLACK FOX—DOC—89m.—Written, directed and produced by Louis Clyde Stoumen—5043 (5-1-63)—Fine documentary—Capri Films  
 BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith  
 BUNNY YEAGER'S NUDE CAMERA—NOV—60m.—(C)—Bunny Yeager and models—5018 (2-6-63)—Nudie novelty for exploitation spots—Cinema Syndicate  
 CORRIDORS OF BLOOD—MD—87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges  
 CREATON OF THE HUMANOIDS, THE—MD—75m.—(EC)—Don Megowan, Erica Elliot—5099 (10-9-63)—For the lower half—Emerson Film Ent.  
 DAUGHTER OF THE SUN GOD—MD—75m.—(EC)—William Holmes, Lisa Montell—5103 (10-23-63)—Strictly for the duallers—Filmed in Peru—Herts-Lion Int.  
 DEVIL'S HAND, THE—MD—71m.—Linda Christian, Robert Alda—5043 (5-1-63)—Voodoo devil worshippers meller for duallers—Crown Int.  
 EAST OF KILIMANJARO—MD—75m.—(Vistarama; TC)—Marshall Thompson, Gaby Andre—5043 (5-1-63)—Wild animal thriller for duallers—Made in Africa—Parade  
 EUROPE IN THE RAW—NOV—70m.—(EC)—Produced and photographed by Russ Meyer—5051 (5-29-63)—Mixture of sex and scenery for exploitation spots—Eve Productions  
 EUROPEAN NIGHTS—NOV—82m.—(EC)—Narrated by Henry Morgan—5043 (5-1-63)—Interesting import—Italian; English narration—Burstyn  
 FALLGUY, THE—MD—70m.—Ed Dugan—5051 (5-29-63)—Crime meller for duallers—Fairway-Int.  
 GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.  
 GREAT CARUSO, THE—DMU—109m.—(TC)—Mario Lanza, Ann Blythe—5013 (1-23-63)—High rating MGM reissue—Independent Exchanges  
 GREENWICH VILLAGE STORY—D—95m.—Robert Hogan, Melinda Plank—5066 (7-10-63)—Off-beat love story—Shawn Int.  
 HEAVENLY BODIES—NOV—60m.—(EC)—Russ Meyer—5092 (9-11-63)—Nudie novelty for censor-free spots—Eve  
 MONSTROSITY—MD—67m.—Erica Peters, Frank Gerstle—5099 (10-9-63)—For the duallers—Emerson Film Ent.  
 NATURE'S SWEETHEARTS—NOV—63m.—(EC)—Maria Stinger, Dick Powers—5074 (8-7-63)—Nudist film for adults—Ikey Beautiful Films  
 PAGAN ISLAND—D—60m.—Edwards Dew, Nani Maka—5018 (2-6-63)—Lower half programmer—Cinema Syndicate  
 PEEP SHOWS OF PARIS—8UR—70m.—(EC)—Tempest Storm—5066 (7-10-63)—Fair filmed burlesque show—Pad  
 PROMISES, PROMISES—C—75m.—Jayne Mansfield, Tommy Noonan—5096 (9-25-63)—Comedy and cheesecake make for fun—NTD  
 PUBLIC AFFAIR, A—D—75m.—Myron McCormick, Edward Binns, Jacqueline Loughrey—5043 (5-1-63)—Fair political expose dualler—Parade  
 STEAM HEAT—NOV—68m.—(EC)—Brandy Long, Bill Teas—5066 (7-10-63)—Fair nudie girlie novelty for fast buck spots—Pad  
 TRAUMA—MD—92m.—John Conte, Lynn Bari—5058 (6-12-63)—Satisfactory chills for horror fans—Parade  
 WHEN THE GIRLS TAKE OVER—C—80m.—(TC)—Robert Lowery, Ingeborg Kfeldsen—5058 (6-12-63)—Strictly for the lower half—Parade  
 SHOW BOAT—MUD—107m.—(TC)—Kathryn Grayson, Ava Gardner, Howard Keel—5014 (1-23-63)—High rating MGM reissue—Independent Exchanges  
 WILD IS MY LOVE—D—74m.—Paul Hampton, Elizabeth MacCraie—5018 (2-6-63)—For exploitation spots—Mishkin  
 WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD—84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges



## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

- ARMY GAME, THE**—C-87m.—(Franscope)—Christian De Tilliere, Ricet-Barrier—5058 (6-12-63)—Fair Comedy import—French; English titles—Bleeker St. Cinema
- AS NATURE INTENDED**—NOV.—65m.—(EC)—Pamela Green, Jackie Salt—5058 (6-12-63) Travel and nudist novelty—English—Crown-Int.
- BUDDAH**—D-134m.—(TE; TC)—Kojiro Hongo—5066 (7-10-63)—Interesting entry for art spots—Japanese; English titles—Lopert
- BURNING COURT, THE**—MD-102m.—Nadja Tiller, Jean-Claude Brialy—5074 (8-7-63)—Fair import—French-made; dubbed in English—Trans-Lux
- CHUSHINGURA**—D-105m.—(C)—Koushiro Matsumoto, Yuzo Kayama—5106 (11-6-63)—Colorful entry for art spots—Japanese; English titles—Toho
- FIASCO IN MILAN**—C-104m.—Vittorio Gassman, Claudia Cardinale—5044 (5-1-63)—Amusing import—Italian; English titles—Avion-Trans-Universe
- FRENCH GAME, THE**—D-86m.—Francoise Brion, Jean-Louis Trintignant—5103 (10-23-63)—Moderately interesting import—French made; English titles—Atlantic
- FRUIT IS RIPE, THE**—MD-90m.—Scilla Gabel, Philippe Leroy—5051 (5-29-63)—Sex-ridden meller for exploitation spots—French made; dubbed in English—Janus
- GIRL HUNTERS, THE**—MD-96m.—(PV)—Mickey Spillane, Shirley Eaton—5058 (6-12-63)—Well paced Spillane who-done-it—English—Colorama
- HEAD, THE**—MD-95m.—Horst Frank, Karen Kernke—5063 (6-26-63)—Exploitable horror item—Filmed abroad; dubbed in English—Trans-Lux
- HEAVENS ABOVE**—C-117m.—Peter Sellers, Isabel Jeans—5067 (7-10-63)—Amusing Peter Sellers spoof—English—Janus
- HERCULES AND THE CAPTIVE WOMEN**—FAN—91m.—(TE; TC)—Reg Park, Fay Spain—5047 (5-15-63)—For kiddie matinees and action spots—Italian; Dubbed in English—Woolner Bros.
- HOT MONEY GIRL**—MD-81m.—Eddie Constantine, Dawn Addams—5103 (10-23-63)—Okay action programmer—German-made; spoken in English—United Producers Releasing Org.
- HOUSEHOLDER, THE**—CD-100m.—Shashi Kapoor—5103 (10-23-63)—Cute import for art spots—Indian-made; English language—Royal Films Int.
- IMPERSONATOR, THE**—MD-64m.—John Crawford, Jane Griffiths, John Salew—5047 (5-15-63)—Okay adult murder meller programmer—English-made—Continental
- JULIE, THE REDHEAD**—C-100m.—Pascale Petit, Daniel Gelin—5106 (11-6-63)—Amusing import—French made; English titles—Shawn Int.
- LE AMICHE (THE GIRL FRIENDS)**—D-103m.—Eleanora Rossi Draga, Valentina Cortese—5059 (6-12-63)—Talky import misses the mark—Italian; English titles—Premiere
- LA POUPÉE**—D-90m.—(EC)—Zbigniew Cybulski, Sonne Teal—5096 (9-25-63)—Way-out satire on politics and people—French; English titles—Hakim
- LAZARILLO**—D-100m.—Marco Paoletti—5059 (6-12-63)—Good art spots entry—Filmed in Spain; English titles—Union
- LORD OF THE FLIES**—D-90m.—James Aubrey, Tom Chapin—5092 (9-11-63)—Skillfully made, but disturbing drama is decidedly off-beat—English-made—Continental
- MAGNIFICENT SINNER**—D-91m.—(EC)—Romy Schneider, Curt Jurgens—5047 (5-15-63)—Moderately interesting import —Filmed abroad; English dialogue—Film-Mart
- MARRIAGE OF FIGARO, THE**—C-105m.—(EC)—Georges Descroeres, Yvonne Gaudeau—5069 (7-24-63)—Colorful entry for art spots—French; English titles—Union
- MILL OF THE STONE WOMEN**—MD-94m.—(TC)—Pierre Brice, Scilla Gabel—5104 (10-23-63)—Horror meller is okay dualler—Made in The Netherlands—Dubbed in English—Parade
- MOUSE ON THE MOON, THE**—C-82m.—(EC)—Margaret Rutherford, Bernard Cribbins, Ron Moody—5052 (5-29-63)—Amusing spoof on race for the moon—English—Lopert
- MURIEL**—D-115m.—(EC)—Delphine Seyrig, Jean-Baptiste Thieree—5106 (11-6-63)—Puzzling import strictly for art set—French; English titles—Lopert
- MY HOBO**—C-98m.—(Tohoscope; EC)—Keiji Kobayashi, Kideko Takamine—5069 (7-24-63)—Cute import—Japanese; English titles—Toho
- MY LIFE TO LIVE**—D-85m.—Anna Karina, Saddy Rebbot—5100 (10-9-63)—Fair import—French made; English titles—Union
- MY NAME IS IVAN**—MD-94m.—Kolya Burlaiev—5067 (7-10-63)—Fair import of limited appeal—Russian; English titles—Sig Shore
- ORDERED TO LOVE**—D-82m.—Maria Perschy, Joachim Hansen—5075 (8-7-63)—Exploitable program offering—German-made; dubbed in English—M.C. Dist.
- PAIR OF BRIEFS, A**—C-90m.—Michael Craig, Mary Peach—5106 (11-6-63)—Satisfactory English comedy laughs at lawyers—English—Davis
- PILLAR OF FIRE, THE**—D-75m.—Michael Shilli, Nehama Hendel—5059 (6-12-63)—Interesting Import—Filmed in Israel; spoken in English—Kassler
- PLAYBOY OF THE WESTERN WORLD, THE**—D-100m.—(C)—Siobban McKenna, Gary Raymond—5048 (5-15-63)—Good entry for art spots—Ireland—Janus
- PLAYGIRLS AND THE VAMPIRE, THE**—MD-76m.—Lyla Rocco, Walter Brandi—5067 (7-10-63)—Okay horror meller—Italian; dubbed in English—Fanfare
- RAGE OF THE BUCCANEERS**—MD-90m.—(CS; EC)—Richarado Montalban, Vincent Price—5067 (7-10-63)—Good swashbuckler—Italian; dubbed in English—Colorama
- RESURRECTION**—D-148m.—Tamara Syomina, Yevgeni Matveyev—5107 (11-6-63)—Impressive rendition of Tolstoy novel—Russian; English titles; Artkino
- RUN WITH THE DEVIL**—D-93m.—Antonella Lualdi, Gerard Blain, Franco Fabrizi—5070 (7-24-63)—Interesting import—Italian; English titles—Jillo Films
- SANJURO**—MD-96m.—Tishiro Mifune—Good import—5059 (6-12-63)—Japanese made; English titles—Toho
- SEASON FOR LOVE, THE**—D-103m.—Daniel Gelin, Francoise Arnoul—5059 (6-12-63)—Fair import for art spots—French; English titles—Hakim
- SMALL WORLD OF SAMMY LEE, THE**—D-105m.—Anthony Newley, Julia Foster—5092 (9-11-63)—Intriguing tale best suited for adult audiences—Seven Arts
- SOUND OF TRUMPETS, THE**—90m.—D—Loredana Detto, Sandro Panzeri—5107 (11-6-63)—Interest-filled import—Italian; English titles—Janus
- SPARROWS CAN'T SING**—CD-94m.—James Booth, Barbara Windsor—5059 (6-12-63)—Excellent true-life picture of "East End" Cockneys—English—Janus
- STEPPE, THE**—D-100m.—(EC)—Charles Vanel, Christina Cajoni—5107 (11-6-63)—Good import for art spots—Italian made; English titles—Royal Films Int.
- SUITOR, THE**—C-83m.—Pierre Etaix, Karin Vesely—5107 (11-6-63)—Amusing import—French-made; English titles; Atlantic
- THIS SPORTING LIFE**—D-129m.—Richard Harris, Rachael Roberts—5070 (7-24-63)—Fascinating character study on the unpleasant side—English—Continental
- TIME OUT FOR LOVE**—D-91m.—Jean Seberg, Micheline Presle, Maurice Ronet—5067 (7-10-63)—Fair import—French; English titles—Zenith Int.
- THREE FABLES OF LOVE**—C-76m.—Sylva Koscina, Anna Karina, Leslie Caron—5075 (8-7-63)—Fun-filled entry for art spots—Italo-French; English titles—Janus
- TWO NIGHTS WITH CLEOPATRA**—C-80m.—(C)—Sophia Loren, Alberto Sordi—5107 (11-9-63)—Farce has Loren name and little else—Italian; dubbed in English—Ultra
- VIOLATED PARADISE**—NOV.—64m.—(C)—Kazuko Mine—5070 (7-24-63)—Novelty for exploitation and art spots—Japanese narration—Victoria
- WALLEYED NIPPON**—C-90m.—(Tohoscope; C)—Akira Takarada, Yumi Shirakawa—5104 (10-23-63)—Cute entry of modern Japan and mixed-up romance—Japanese made; English titles—Toho

## THESE THEATRE- TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

### DATE BOOK FORMS:

- ... Pocket-Size-6 ring (3 3/4 x 6 3/4 in.) Dated full year supply \$1.00
- ... Large Size-3 ring (9 x 12 in.) Undated 52 pages ..... .50

### SERVICE-KIT SYSTEM:

- ... Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers ..... 1.30
- ... Availability and Playoff Worksheets (9 x 12 in.) 10 pages ..... .10
- ... Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages ..... .25

### BINDERS, Plain:

- ... For Pocket-Size Date Book-6 ring. Soft leatherette. .... 1.30
- ... For Service-Kit System, Reviews, Service-Section. Stiff leatherette. .... 1.50

### ZIPPER CASE BINDERS, Leather:

- ... 3-Ring, genuine cowhide. Tax incl. .... 6.00

### BOXOFFICE STATEMENTS:

- ... Regular theatre. Padded in 50's and punched (5 1/2 x 9 in.). Per Pad ..... .30
- ... Drive-in theatre. Padded in 50's and punched (5 1/2 x 9 in.). Per Pad ..... .30

### PROGRAM AND RUNNING TIME SCHEDULES:

- ... For regular and drive-in theatres. Padded in 50's. Per Pad ..... .30

### BOOKKEEPING SYSTEM—Book:

- ... At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

### BUSINESS ANALYSIS SPREAD-SHEETS:

- ... Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets ..... .55

### PAYROLL FORMS:

- ... Weekly for regular and drive-in. Folding flap (8 1/2 x 11 in.). Set of 52 sheets .... 1.30

### EMPLOYEE EARNINGS RECORD CARDS:

- ... Annual card for each employee (8 1/2 x 11 in.). All deductions. Set of 12 cards .40

### PETTY CASH CONTROL SYSTEM:

- ... Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad ..... .30
- ... Weekly envelopes for filling full week's transactions. Set of 50 ..... .65

### SERVICE MANUALS FOR TRAINING:

- ... Separate sections on regular and drive-in employees. Each .10

## EXHIBITOR BOOK SHOP

317 N. Broad St.

Philadelphia, Pa. 19107



# **FEATURE FILMS** **PRODUCTION NUMBERS and** **NATIONAL RELEASE DATES,** **1962-'63 and 1963-'64** **SEASONS**

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

## **Allied Artists**

6302	Play It Cool	April
6303	Black Zoo	May
6304	55 Days At Peking	July
6305	Shock Corridor	Oct.
6306	The Gun Hawk	Oct.
6307	Cry of Battle	Oct.
	Gun Fight At Comanche Creek	Nov.
	Year Of The Tiger	Nov.
	The Strangler	Nov.
	Soldier In The Rain	Dec.
	Now It Can Be Told	Dec.
	A Life In Danger	Dec.

## **American-International**

801	Dementia #13	June
802	The Mind Benders	April
803	Operation Bikini	March
804	The Terror	July
805	The Young Racers	May
806	California	March
807	Free, White And 21	March
808	Erik, The Conqueror	April
809	X-The Man With The X-Ray Eyes	Oct.
810	Beach Party	Aug.
812	Haunted Palace	Sept.
813	Summer Holiday	Oct.
814	Flight Into Fright	Dec.
816	Pyro	Nov.
817	Goliath And The Sins Of Babylon	Dec.
	Samson And The Slave Queen	Dec.

## **Buena Vista**

134	Lady And The Tramp—RE	Oct.
135	Almost Angels	Oct.
136	In Search Of The Castaways	Dec.
140	Son Of Flubber	Feb.
141	Miracle Of The White Stallions	March
143	Savage Sam	July
144	Summer Magic	Aug.
	Fantasia—RE	Oct.
	20,000 Leagues Under The Sea—RE	Oct.
	The Incredible Journey	Nov.
	Sword In The Stone	Dec.

## **Columbia**

703	The Interns	Aug.
704	3 Stooges In Orbit	Aug.
705	Damn The Defiant	Sept.
706	Best Of Enemies	Sept.
707	Ring-A-Ding Rhythm	Sept.
708	Requiem For A Heavyweight	Oct.
709	Two Tickets To Paris	Oct.
710	The Pirates Of Blood River	Nov.
711	We'll Bury You	Aug.
712	The War Lover	Nov.
713	Barrabas	Dec.
714	Lawrence Of Arabia	Jan.
715	Diamond Head	Feb.
718	The Man From The Dinners' Club	April
719	Bye, Bye Birdie	April
721	Fury Of The Pagans	May
722	Jason And The Argonauts	June
001	13 Frightened Girls	July
002	Gidget Goes To Rome	Aug.
003	Just For Fun	Oct.
005	In The French Style	Sept.
006	3 Stooges Go Around The World In A Daze	Sept.
007	The Old Dark House	Oct.
008	Maniac	Oct.
009	The Running Man	Oct.
	Under The Yum Yum Tree	Nov.
	The Cardinal	Dec.
	Dr. Strangelove	Jan.
	Strait-Jacket	Jan.
	The Victors	Feb.

## **Embassy**

	Face In The Rain	March
	The Bear	March
	Passionate Thief	April
	Aphrodite, Goddess Of Love	April
	The Light Fantastic	April

Landru	May
Young Girls Of Good Family	June
The Three Penny Opera	Sept.
The Conjugal Bed	Sept.
A Ghost At Noon	Oct.
The Empty Canvas	Nov.

## **MGM**

301	I Thank A Fool	Sept.
303	A Very Private Affair	Sept.
304	Swordsmen Of Siena	Dec.
305	Password Is Courage	Jan.
306	Savage Guns	June
307	The Main Attraction	June
308	Period Of Adjustment	Nov.
309	Seven Seas To Calais	March
310	Billy Rose's Jumbo	Dec.
311	Escape From East Berlin	Nov.
312	Kill Or Cure	Nov.
313	Counterfeiters Of Paris	Dec.
314	Trial And Error	Nov.
316	Cairo	Jan.
317	The Hook	Feb.
318	Dime With A Halo	May
319	Four Days Of Naples	Aug.
320	Follow The Boys	March
321	Follow The Boys	March
322	Come Fly With Me	April
323	It Happened At The World's Fair	April
324	Riffi In Tokyo	April
325	In The Cool Of The Day	May
326	Captain Sindbad	July
327	Drums Of Africa	May
328	Slave, The	May
330	Flipper	May
331	Cattle King	June
	Son Of Spartacus	May
	The Golden Arrow	Oct.
333	Tarzan's Three Challenges	July
334	A Ticklish Affair	July
	Two Are Guilty	July
336	Young And The Brave	Aug.
338	Day And The Hour	July
	Gladiators Seven	Nov.
340	Monkey In Winter	Oct.
356	Wonderful World Of The Brothers Grimm, The	Oct.
	Tiko And The Shark	Sept.
401	The Haunting	Sept.
402	V.I.P.'s	Sept.
403	Murder At The Gallop	Nov.
404	The Wheeler Dealers	Nov.
	Mutiny On The Bounty	Aug.
406	Hootenanny Hoot	Sept.
	Vice And Virtue	Sept.
409	Twilight Of Honor	Oct.
S421	Any Number Can Win	Sept.
	MGM's Big Parade Of Comedy	Nov.
	Gladiator's Seven	Nov.
412	The Prize	Dec.

## **MGM Reissues**

### **"THE WORLD HERITAGE" PICTURES**

<b>Group One</b>	
"David Cooperfield"—W. C. Fields	132m.
"Pride and Prejudice"—Laurence Olivier	116m.
"Captains Courageous"—Spencer Tracy	116m.
"Little Women"—Elizabeth Taylor	122m.
<b>Group Two</b>	
"A Tale of Two Cities"—Ronald Colman	128m.
"Kim"—Errol Flynn	113m.
"Julius Caesar"—Marlon Brando	121m.
"The Good Earth"—Paul Muni	128m.

### **GOLDEN OPERETTA SERIES**

<b>Group One</b>	
Rudolph Friml's "Rose Marie"	
Franz Lehar's "The Merry Widow"	
Johann Strauss' "The Great Waltz"	
Victor Herbert's "Sweethearts"	
Sigmund Romberg's "The Girl of the Golden West"	
<b>Group Two</b>	
Victor Herbert's "Naughty Marietta"	
Sigmund Romberg's "The Student Prince"	
Sigmund Romberg's "Maytime"	
Lerner and Loew's "Brigadoon"	
Rudolph Friml's "The Firefly"	
Noel Coward's "Bittersweet"	

## **Paramount**

R6201	Rear Window—RE	Sept.
6202	Pigeon That Took Rome, The	Sept.
R6203	War And Peace—RE	Oct.
R6204	Roman Holiday—RE	Oct.
6205	Girls, Girls, Girls	Nov.
6206	It's Only Money	Dec.
6207	Who's Got The Action	Jan.
R6208	Fancy Pants—RE	Nov.
6209	Wonderful To Be Young	Nov.
6210	A Girl Named Tamiko	Feb.
6211	Where The Truth Lies	Jan.
6212	Papas Delicate Condition	Mar.
6213	My Six Loves	April
6214R	The Man Who Knew Too Much—Re.	May
6215R	The Trouble With Harry	May
6216	Hud	May
6217	Duel Of The Titans	June
R6218	Gunfight At The O.K. Carrol—Re.	June
6219	The Nutty Professor	June
6220	Donovan's Reef	July
6221	Come Blow Your Horn	Aug.
R6223	Last Train From Gun Hill, The—Re.	Sept.
R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.

6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
	Fun In Apaculo	Nov.
	Who's Minding The Store?	Dec.
	Who's Been Sleeping In My Bed?	Dec.

## **20th-Fox**

221	The Longest Day	July
301	Sodom And Gomorrah	Jan.
302	Marilyn	Sept.
303	The Young Guns Of Texas	Jan.
304	The Day Mars Invaded Earth	Jan.
305	The Lion	Feb.
306	The Robe—Re.	Feb.
307	Nine Hours To Rama	April
308	Thirty Years Of Fun	Feb.
309	The Stripper	June
311	The Leopard	Oct.
312	Condemned Of Altona	Sept.
320	A Farewell To Arms—Re.	Sept.
313	House Of The Damned	March
315	The Yellow Canary	May
316	Police Nurse	May
317	Harbor Lights	July
319	Of Love And Desire	Aug.
322	Lassie's Greatest Adventure	Sept.
	The Young Swingers	Sept.
323	Take Her, She's Mine	Nov.
326	Thunder Island	Oct.
	Move Over, Darling	Dec.

## **United Artists**

6231	Love Is A Bell	March
6232	Sword Of The Conqueror	Sept.
6233	Pressure Point	Sept.
6236	Vampire And The Ballerina	Nov.
6301	Two For The See Saw	Feb.
6306	Five Miles To Midnight	Feb.
6307	Dr. No	May
6308	The Caretakers	Aug.
	Diary Of A Madman	April
6309	Love Is A Bell	March
	Five Miles To Midnight	March
6311	I Could Go On Singing	April
6313	Isma La Douce	July
6314	Call Me Bwana	June
	The Great Escape	July
6316	Toys In The Attic	Aug.
6318	Twice Told Tales	Oct.
6319	Johnny Cool	Oct.
6320	My Son, The Hero	Oct.
6321	Lilies Of The Field	Sept.
6323	The Stolen Hours	Oct.
	Flight From Ashiya	Oct.
	Tom Jones	Nov.
	McClintock	Nov.
	Kings Of The Sun	Dec.

## **Universal**

6301	Freud: The Secret Passion	Jan.
6304	Forty Pounds Of Trouble	Feb.
6305	Mystery Submarine	Feb.
6306	To Kill A Mockingbird	March
6307	The Birds	April
6308	The Ugly American	April
6309	Paranoiac	May
6310	Showdown	May
6311	Tammy And The Doctor	June
6312	Lancelot And Guinevere (Sword Of Lancelot)	June
6313	A Gathering Of Eagles	July
6314	King Kong vs. Godzilla	July
6315	The List Of Adrian Messenger	May
6316	The Thrill Of It All	Aug.
6317	The Traitors	Aug.
6318	Kiss Of The Vampire	Sept.
6319	For Love Or Money	Oct.
6320	Dark Purpose	Dec.
	Charade	Jan.
	Man's Favorite Sport?	Feb.
	The Gunhand	Feb.
	The Brass Bottle	Mar.
	Hide And Seek	Mar.

## **Warners**

251	The Chapman Report	Oct.
252	What Ever Happened To Baby Jane	Nov.
253	Gay Purr-ee	Nov.
254	Gypsy	Dec.
255	Term Of Trial	Feb.
256	Days Of Wine And Roses	Feb.
257	Giant—Re.	March
259	Critic's Choice	April
260	Auntie Mame—Re.	May
261	A Summer Place—Re.	May
263	Black Gold	June
264	Island Of Love	June
265	Spencer's Mountain	July
266	PT 109	July
351	Wall Of Noise	Sept.
352	The Castilian	Oct.
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
357	Dead Ringer	Feb.
358	America, America	Feb.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## EQUIPMENT WANTED

WANTED, USED BOOTH EQUIPMENT. Will dismantle. Write BOX 262, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## FILMS WANTED

WANTED: 35mm and 16mm prints, negatives, trailers, posters, pressbooks, etc. on 1934 feature "THE SCARLET LETTER" starring Colleen Moore. SIGNATURE FILMS, 2120 Cross Bronx Expressway, Bronx, New York 10473.

## PHOTO BLOWUPS

PHOTO BLOWUPS IN BEAUTIFUL COLORS from your photos. Send for price list. Fast service anywhere. Show business art since 1899. STITES PORTRAIT CO., Shelbyville, Indiana.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

## THEATRES FOR SALE

300 CAR DRIVE-IN for sale in southern Kentucky. Contact JOHN CRAFT, Tompkinsville, Kentucky.

MODERN 600 seat theatre, Littlestown, Pa. Reason—blindness. Inquire CARL F. HERMANN, 70 N. Atherton Ave., Kingston, Pa.

FOR SALE: Lake Theatre, brick and steel, stereophonic sound, 36' screen, 380 seats. Three apartments and beauty shop rentals. OTTO SORENSEN, Powers Lake, N. D.

## THEATRE FOR LEASE

LEASE MODERN THEATRE located in heart of Whiting, Indiana. Only theatre in town. 650 seating capacity, fully equipped, drawing radius 25,000 population. Reasonable rent to responsible operator. Write TENINGA & CO., 10835 So. Michigan Ave., Chicago, Illinois 60628.

## THEATRE WANTED

THEATRE WANTED to lease in N.Y.C. area. Small investment by aggressive showman. Seeks 500 to 800 seats. BOX 261, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

YOUR NEW 1964 ANNUAL BOOKING CALENDAR  
will be mailed to you with your copy of next week's  
(November 20) issue of  
MOTION PICTURE EXHIBITOR



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: Experienced managers for New York area. Send complete résumé, recent snapshot and references to A.I.T., 2075A Newbridge Road, Bellmore, L. I., N. Y. Drifters stay away. (1113)

WANTED: Drive-In theatre manager for eastern seaboard 800 car house. No buying or booking. Permanent employment. BOX A1030, c/a M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, 18 years' experience, all phases, 1st run conventional. Family man, best of references, age 42. Wish to relocate, metropolitan or small town. BOX B1030, c/o M.P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

LICENSED PROJECTIONIST, fully experienced manager in publicity, promotions, advertising and maintenance. 20 years' experience. Guaranteed results with right party. Live in N.Y.C. BOX C1030, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE MANAGER, retired and pensioned by Century Theatres, wants 1 or 2 days relief work weekly, New York or Long Island. BEN MINDLIN, 83-20 98th St., Woodhaven, L. I., N. Y. (1113)

TOP SHOWMAN, loves to work, desires position as general manager or supervisor small chain of theatres. Operated first run, subsequent and art theatres. Presently employed. 25 years managerial experience. BOX A116, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

BOOKER-BUYER AVAILABLE. 35 years experience all phases. Large and small circuit experience. Will relocate. BOX B116, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MATURE WORKING theatre executive-manager, over 15 years' indoor, drive-in, home office experience. Excell advertising, exploitation, showmanship. Writer articles, winner exhibitor contests. BOX D1030, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name .....

Title .....

Address .....

★

☐ Enclosed ☐ Or bill me

☐ \$2.00 for one year

☐ \$3.50 for two years

☐ \$5.00 for three years

(Outside Western Hemisphere)

☐ \$5.00 one year

☐ \$8.00 two years

☐ \$11.00 three years

CLIP and MAIL TODAY TO

317 N. Broad St., Phila., Pa. 19107

Address all Correspondence to— **The A—MAN Corner** {Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107



On Monday, November 25th

The

# MOTION PICTURE PIONEERS

proudly honor

**D.F.Z.**

as the

**PIONEER OF  
THE YEAR**

at its  
Silver  
Anniversary  
Dinner

Americana  
Hotel  
New York City

Order your  
tickets  
NOW!

**\$20**

Motion Picture Pioneers  
1600 Broadway  
New York 19, N.Y.

**FLASH!**

Greatest Raffle in  
M.P.P. History

2 Sensational  
Grand Prizes

- 1964 Thunderbird Hardtop
- 14 Day All Expense  
Deluxe Vacation For 2 To  
London—Paris—Rome—Athens  
Via TWA Star-Stream Jet.





**MOTION PICTURE**

# EXHIBITOR

**NOVEMBER 20, 1963**

Volume 70

Number 20

IN THREE SECTIONS • THIS IS SECTION ONE



## **Fox Strengthens European Ties**

(See Page 5)

## **Polish Film Tops Frisco Festival**

(See page 8)

Rube Jackter's contract as vice-president in charge of domestic distribution for Columbia Pictures Corp. was extended for several years. Jackter has earned the respect of exhibition for his sense of fair play and of Columbia for the record of domestic sales during his tenure.

**1964 BOOKING CALENDAR WITH THIS ISSUE**



SEE YOUR AIP MAN

**LOOK AT  
THIS "MAN"  
and BEWARE!**  
There is  
nothing human  
about him  
except his  
desires!

*American International*  
presents

The **SIDNEY W. PINK** and  
**HARRY ELLER** Production

STARRING

**BARRY**

**SULLIVAN**

and  
**MARTHA HYER** IN

**"PYRO"**

COLOR BY **PANACOLOR**

**"THE THING WITHOUT A FACE"**

SHERRY MORELAND • SOLEDAD MIRANDA • LUIS PRENDES • FERNANDO HILBECK • Original Story by SIDNEY W. PINK • Screenplay by LOUIS DE LOS ARCOS and SIDNEY W. PINK  
Produced by SIDNEY W. PINK and RICHARD C. MEYER • Directed by JULIO COLL • An SWP Productions, Inc. • ESAMER of SPAIN Co-Production • An AMERICAN INTERNATIONAL Picture



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecok, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 70 • No. 20

NOVEMBER 20, 1963

## THERE'S DANGER IN THIS HANDOUT

BEWARE OF THE EASY SOLUTION. There is generally a catch in it somewhere. We were reminded of this recently while going over a speech made by producer-director-writer Carl Foreman at the New York convention of Theatre Owners of America.

Foreman spoke out in favor of government subsidies to solve the problem of a recognized product shortage in the motion picture industry. Primarily, he made the point that production in other countries is subsidized by the government, so why not here? He concentrated on England, where production has doubled in the past 10 years, while in the United States, it has dwindled to less than half.

This is all true, but we can't come to the conclusion that subsidization by the government is the answer. In England, the production subsidy doesn't cost the government a nickel, a point which Foreman glosses over. The Eady funds come from a special tax on exhibitors, who have decided that the increase in available films makes the expenditure worthwhile.

We have also discussed the Eady plan at length editorially and would be in favor of an informed industry consideration of its applicability in this country. Outright government subsidization of production, however, is another matter. It is hard to see how that would increase the number of quality films. It might bring about some quickies, made in the hopes of a guaranteed profit, but who needs films like that? Foreman also states that subsidization would solve the so-called "runaway" problem. Subsidies, he claims, make production abroad too tempting a proposition to be ignored. It is our feeling that unrealistic union demands and inflated costs

generally drive as many producers away as does the lack of a government subsidy.

We have all the respect in the world for Foreman as a film maker of rare talent and ability. His contributions to the screen have been impressive. However, we can't help feeling he is off-base on the subject of subsidies. He glosses over the fear of many that government subsidy could lead to government control. He claims that even in Red-dominated countries, notably Poland, the government does not censor production. Perhaps not, but it reminds us of an old story. Someone once said, "There's no such thing as being a little bit pregnant." In the same vein, we can't conceive of the screen losing a "little bit" of freedom. Like it or not, government subsidy must color production, which can only thrive as we know it if it remains independent and free of such pressures.

It is not enough to brand every complaint against subsidies as "superficial." Many men as intelligent and well informed as Foreman have been outspoken against subsidies. At the moment, we are of the opinion that increased production must be the result of a practical decision that the risk is worthwhile in light of the possible returns. The decision must be made by artists and businessmen convinced that there is a bright and profitable future in the industry and not by men in search of a government handout.

Recent stories from England indicate that subsidization can create a situation where untalented film-makers, looking for such a handout, grind out films no one can play profitably. Who needs that?

## NOTES FROM THE EDITOR'S GRAB-BAG

TIME NOW TO AIR SOME GRIPES OF OUR OWN. We note that the Justice Department stuffed its foot in its mouth via a denial that it furnished Rev. Martin Luther King, Jr., with a government-rented car as transportation to an integration rally in Selma, Ala. A spokesman finally admitted that the story was true.

The issue is not whether the action was justified but why the Justice Department felt compelled to lie about it. If this is the way the nation's top law enforcement agency is going to behave, how do they expect the people to behave? How can we respect anything that comes out of the Department. Theatremen who look to the Justice Department for redress of their grievances can be excused if they regard its pious pronouncements with a grain of salt hereafter.

Currently, there is much concern over the practices known as "blind bidding." Many want to go to the government for assistance, but it gets harder when you can't tell the crooks from the cops. We know of theatremen who were forced to bid for holiday features as much as four months in advance of the first screening. Some of these films have been screened finally, and some of the boys who bid "blind" wish they hadn't. This is no way to operate any business, and if help

doesn't come from somewhere, bad blood will grow worse.

It is also interesting to note that each week, the Federal Trade Commission sends out a news release from Washington, D. C., reporting complaints against some of the country's largest firms for "misleading advertising," "unfair trade practices," "price discrimination," "favoritism to certain customers," etc. Evidently, the Commission never hears of the complaints from theatremen about many of these same practices. If they do hear of them, they have become quite expert in looking the other way.

While we are getting rid of our hostilities, we see that Ely Landau has joined the club of industry executives who delight in blaming exhibition for the bulk of the industry's woes. He cries that the industry is declining and that exhibition has failed in thinking and planning for the future. This is the same Mr. Landau who confines his advertising to one trade publication (not an ABC subscriber). Still, he expects all exhibitors to enthuse about his product.

Mr. Landau seems to want exhibitors to do his worrying for him. Well, why not? It's all part of the game. What's he got to lose? The exhibitor is always the patsy.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

Mr. and Mrs. Ronald Sinclair became parents of an eight pound, 12 ounce boy, **Richard Arthur**, at Hollywood Presbyterian Hospital. Father is editor of Corman-UA's "The Dubious Patriots."

### Obituaries

**Martin M. Senigla**, 84, died in Binghamton after an illness. He is survived by three sons and two daughters. Among the sons is **William Senigla**, assistant manager, Comerford's Riviera, Binghamton.

**Mrs. Anna Wisper**, 90, mother of **Helen I. Wisper**, MGM booker in Albany, died in Troy, N. Y., where she had lived most of her life.

### Fox Withdraws "Longest Day"

NEW YORK—20th Century-Fox is withdrawing Darryl F. Zanuck's "The Longest Day" from domestic exhibition on Dec. 31, at which time the film will have completed 3,700 bookings and grossed about 12 million dollars domestically from roadshow, limited performance, and general release engagements, according to Joseph M. Sugar, vice-president in charge of domestic sales. In other words, any bookings set from now until the end of the year will have to specify that the film must start its engagement by Dec. 31.

Sugar stated that the release of the much-honored film will be resumed next June with 450 first-run general release engagements, coinciding with the 20th anniversary of D-Day, June 6, and the many activities scheduled including major television breaks, newspaper and magazine observance, etc. It is expected that terms will be lower for the mass playoff with no charge in the film's running time contemplated. Sugar eventually expected that the film will have 14,000 bookings to its credit.

He felt that the general planned activity plus the company's own revitalized campaign will provide exhibitors with great grossing potential, especially since the picture is not dated. First date confirmations are already in from eight theatres in Toronto and 10 theatres in Detroit, with representation among drive-ins as well as hardtops. The foreign playoff will not be affected by the move.

### Record Disney Earnings

HOLLYWOOD—President Roy O. Disney told the board of Walt Disney Productions that the company had registered the highest earnings in history for the fiscal year ended Sept. 28. Unaudited earnings would range from \$3.75 and \$3.80 per share. This compares with last year's high of \$3.14 per share, based on a consolidated net profit of \$5,263,491.

The board declared the regular quarterly dividend of 10 cents per share and the annual stock dividends of three per cent, payable Jan. 18.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., NOV. 18

### MPI Management Seeks To Liquidate Company

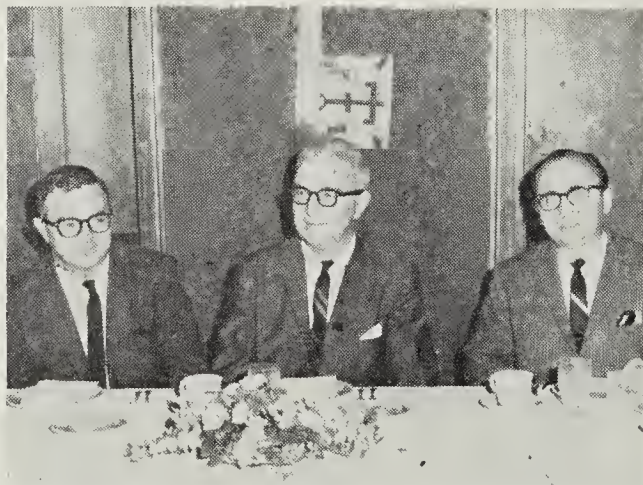
KANSAS CITY—Howard E. Jameyson, chairman of the board, and Walter Reade, Jr., president, Motion Picture Investors, Inc., announced that initial release of "The Checkered Flag" and "Trigger Happy" took place in the Kansas City area. Subdistribution agreements have been concluded, covering 62 per cent of the U. S. market.

Collections on the films total \$50,000, most of which has been applied against the cost of prints of "The Checkered Flag." Proceeds to be received from distribution, it is believed, will permit recovery of MPI's investment.

Mercury Film Company was employed to supervise completion of "The Checkered Flag" and retitle "Deadly Companions," handle advertising, publicity and exploitation for both films, plan and execute a campaign for the initial release of the films, and negotiate with sub-distributors; and this agreement with Mercury has been extended to Dec. 31, 1963.

The net asset value of MPI stock at Sept. 30, 1963, was \$8.26 per share. The market value of the MPI portfolio of stocks was approximately \$214,000 at Sept. 30, 1962 and \$263,000 on that date this year.

At a recent meeting the directors approved and recommended to the shareholders the distribution of a dividend of \$5.00 per share in partial liquidation of the company. If approved this would represent a return of approximately half the amount paid into the company. The funds required for this distribution, \$218,095, would be obtained by selling all of the stocks owned by the company, the proceeds to be first applied to retire the company's bank loan of \$60,000. The remaining assets of the company would consist principally of its investment in the two films currently being distributed. Management would seek to liquidate this investment with the objective of dissolving the company or arranging for its acquisition by some other corporation. This proposal will be voted upon Dec. 10 in Kansas City.



John Rose, center, producer of "The Incredible Mr. Limpet" for Warner Bros. release, is seen with Warners' national publicity manager Joe Hyams, left, and exploitation-promotion manager Ernie Grossman at a trade press conference in New York City.



## BROADWAY GROSSES

### Newcomers Lead Broadway

NEW YORK—Led by several MGM newcomers, the Broadway first runs generally had average business for this time of year.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"TWILIGHT OF HONOR" (MGM). Helped by several days of personal appearances by star Richard Chamberlain, the Paramount claimed \$25,000 for the opening week.

"THE WHEELER DEALERS" (MGM). Radio City Music Hall, with stage show, reported \$98,000 for Thursday through Sunday, with the opening session sure to top \$146,000.

"A NEW KIND OF LOVE" (Paramount). DeMille stated that the third week would reach \$12,000.

"HOW THE WEST WAS WON" (MGM-Cinerama). Loew's Cinerama announced \$23,900 for the 34th week.

"LAWRENCE OF ARABIA" (Columbia). The fourth week of the non-reserved seat policy at Loew's State resulted in \$17,000.

"MC LINTOCK" (UA). Astor did \$20,000 on the first week.

"TIARA TAHITI" (Zenith-Int.). Victoria stated the second week was \$7,000.

"CLEOPATRA" (20th-Fox). Rivoli said the 20th week was \$30,000.

"PALM SPRINGS WEEKEND" (WB). RKO Palace did \$17,000 on the second session.

### Paramount Net Rises

NEW YORK—Paramount Pictures Corporation reports estimated consolidated net income for the third quarter ended Sept. 28, 1963, at \$2,972,000 or \$1.83 per share, based upon 1,620,481 shares outstanding. In the same period for 1962, a net loss was estimated at \$1,107,000.

For the nine months of 1963, consolidated net income is estimated at \$3,582,000 or \$2.21 per share, plus profit on sale of investments of \$1,785,000 amounting to \$1.10 per share, a total of \$5,367,000 or \$3.31 per share. Comparative net income for 1962 amounted to \$594,000 or 36 cents per share based upon 1,670,281 shares then outstanding. No investment profit was realized for the nine months of 1962.

The board of directors of Paramount voted a quarterly dividend of 50 cents per share on the common stock payable Dec. 17 to holders of record Dec. 6.

### AA Ups Hurlock

HOLLYWOOD—Roger Hurlock, member of Allied Artists' board of directors, has been named a vice-president of the company. Hurlock, formerly of Juneau, Alaska, has been a member of Allied's board for six years. Two years ago he joined the company's executive staff at the Hollywood studio, and for the past 10 months he has been in charge of the firm's organizational streamlining and cost-control program.



# Fox Strengthens European Ties

## Acquiring Added Product For World Distribution; Poe Says Acquisitions Will Encourage Quality Product

NEW YORK—Twentieth Century-Fox has announced plans to increase activities considerably in the European and world-wide markets in both production and distribution.

Seymour Poe, executive vice-president, said the company is undertaking a major program of securing important American and European films, at the script and pre-script stages, for world-wide distribution starting in 1964. The first deals have already been finalized, he said.

The program, aimed at strengthening the importance of Fox to young creative filmmaking talent in America and overseas, gives rising European filmmakers access to global distribution through a single company, and guarantees their product prime showcasing in 412 theatres owned by Fox in major areas of the world, Poe said.

A paramount aim of the acquisition program, he said, is to encourage the making of quality features. He stressed that this principle applies to talent in Hollywood or elsewhere. Poe also emphasized that the films will be made in locales dictated by the story.

European filmmakers in particular, spurred by Fox pre-production financial investment and distribution guarantees, will be able to obtain balance-of-production underwriting from banks without difficulty, Poe declared.

A prime example of young talent encouragement cited by the executive is the announcement that French director Serge Bourguignon, internationally acclaimed for his Academy Award-winning film "Sundays and Cybele," will direct "Cassandra at the Wedding" for Fox in Hollywood. The romantic story will star Natalie Wood. Bourguignon also has a second deal for a Hollywood production with Fox.

Poe said Fox acquisitions may be consummated on the strength of a property, production package, story treatment, or just an idea. He said Fox will selectively distribute European product on the Continent, Australia, New Zealand, South Africa, French Canada, Pakistan, India and Ceylon, and in the U. S. and Latin America.

Poe said four foreign features are already set for U. S. release, including "The Good Soup," "Deo Gratias," "Diary of a Chambermaid," and "The Empress Wu."

Fox plans to market an increasing number of European pictures here, he said.

Responsibility for negotiating acquisition in Europe reposes with Andre Hakim, European production representative for Fox.

The company's new production commitments on the Continent are in addition to its domestic program, paced by a \$42,000,000 allocation for six roadshow pictures going before the cameras next year. In addition, 12 regular films are planned at the studio in Hollywood and in England under Fox's British producing organization headed by Elmo Williams.

The decision of Darryl F. Zanuck, president to plant the company's feet with greater boldness in the European market in both production and distribution is dramatic proof of the company's confidence in the future of the European film industry. At the same

## Fox Ends "Local Autonomy"; Execs Return To Field

NEW YORK—Twentieth Century-Fox, moving to complete the elimination of "local autonomy," will return its division managers to field headquarters, effective Dec. 1, it is announced by Joseph M. Sugar, vice-president in charge of domestic sales.

Of the four U. S. division heads, only eastern division manager R. C. McNabb will continue to base in New York. Shifting to the field are Robert L. Conn, central division manager, who will headquarter in Chicago; Thomas O. McGleaster, western division manager, who will base in San Francisco; and William C. Gehring, southern division manager, who will base in Dallas.

Sugar stated that the return of division heads to the field was deemed appropriate in view of the company's accelerating production program both here and abroad.

The "local autonomy" policy, which brought the division heads from the field to New York, was implemented prior to the administration of president Darryl F. Zanuck.

## Legion Lauds "Cardinal"

NEW YORK—The National Legion of Decency announced that it had placed the Columbia release, "The Cardinal," into its "A-III" classification (Morally Unobjectionable for Adults).

At the same time, the Legion made the following observation:

"This film, based on the Henry Morton Robinson novel of the same title, produced and directed by Otto Preminger, is the fictional story of an American priest from the time of his ordination to his nomination as a cardinal. As a dramatization of the humanity of the Catholic priesthood, presented against a background of richly photographed and handsomely produced liturgical ceremonies, and realized with some sensitive performances, this motion picture makes for absorbing entertainment. The theme of the story, however, involving as it does delicate theological-ethical issues and Catholic practices, is sometimes treated in such a manner that questions which would require a fuller explanation for the immature and uninformed, may be subject to possible misunderstanding and misinterpretation. While noting this reservation, the Legion recognizes that, with proper guidance and instruction, adolescents could also find the film of entertainment interest."

time, said Poe, it also reflects the increasing awareness of European producers for the necessity of creating pictures for the global market.

Poe stated that, in addition to the aforementioned features, the following European pictures have already been acquired: "Le Gros Coup," (to be produced); "L'Appartement des Filles," produced by Paul Graetz and directed by Michel Deville; "Scaramouche," (to be produced); "OSS-117," produced by Cadeac D'Arbaud; "Peaux de Bananes."

## Rowley Urges Support Of Anti-Pay TV Drive

MEMPHIS, TENN.—In a speech at the Tri-State Theatre Owners (MPTO of Arkansas, Mississippi and Tennessee) convention at the Chisca Hotel, John Rowley, new president, Theatre Owners of America, urged financial support of the California theatre men's fight against plans of Subscription Television, Inc., to introduce pay tv in that state.

He told of plans made during the recent TOA New York convention for the launching of a national campaign to raise \$1,000,000 to combat pay tv with most of the money to go to the support of efforts of California exhibitors to place the issue before the people of the state.

Rowley said that "the threat in California is a threat against every one."

In his address, the TOA head also said, "The TOA executive committee decided to back a national Audience Awards poll, in which our patrons would get the chance to select the best picture, best male star, best female star, and most promising young players. . . . Bob Selig heads a committee looking into this projected TOA Audience Awards project."

Rowley saw the industry as "wide awake" and pledged himself to "do my best to alleviate every problem we have."

The convention opened with a panel discussion on exploitation and advertising participated in by Watson Davis, Malco Theatres ad director; Rim Jackson, Ellis Theatre, Cleveland; Miss Hayes Redmond, Strand, Illington, Tenn.; and Gordon Hutchins, 64 Drive-In, Russellville, Ark.

## Mex. Exchange Strike Ends

MEXICO CITY—The strike in the exchanges of the American film companies in Mexico City, which started Aug. 13, has been settled.

The union, during negotiations in which the Mexican Secretary of Labor became actively involved due to the prolongation of the strike, finally accepted terms which had been offered earlier by the distributors.

Negotiations during the final days were conducted by Robert J. Corkery, vice president, Motion Picture Export Association of America, stationed in Mexico, on behalf of the distributors; the president of the Mexican exchange workers union and the Mexican Secretary of Labor acting as mediator.

The American film companies, in the face of extreme demands made by the union when the strike started, joined ranks and presented a solid unified front throughout the lengthy negotiations.

A 15 per cent salary increase and fringe benefits were granted.

## Jackter Pact Extended

NEW YORK—A. Schneider, president of Columbia Pictures, announced that Rube Jackter's contract as vice-president in charge of domestic distribution has been extended for several additional years.

The extension of the agreement with Jackter is based on the outstanding results obtained by the domestic sales department under his leadership.



# New England Exhibs Ready To Fight Any 'Movement Toward Censorship'

BOSTON—Theatre Owners of New England are girding against "an apparent movement toward censorship," and a warning was sounded to be on alert for signs at the workshop meeting of the organization by Carl Goldman, executive secretary and legislative agent, TONE.

"This situation has been created by what appears to be a movement which has many aspects seeking to undermine basic American freedoms," he told the assembly of more than 100 showmen from the six New England states. "TONE stands ready to fight any encroachment of censorship in the New England territory," he said, and cautioned the membership to be on the alert for demands that states or cities censor or classify films offered to the public.

"We stand ready to help you fight censorship locally and statewide," he stated in a report to the membership on legislation. Bills that were killed in the Massachusetts Legislature this year that would have adversely affected New England theatres included:

1. A bill to increase the annual Sunday license fee from \$50 to \$104.
2. Legislation to increase from 16 to 18 years of age the requirement for licenses to operate motor vehicles.
3. Legislation to extend daylight saving time all year around instead of just summer.
4. Legislation which would have penalized operators of theatres for admitting persons under 18 when films are exhibited which have been advertised "for adults only."
5. Legislation to impose an excise tax on vending and dispensing machines.

Regarding censorship in this area, Goldman said, "There have been problems in and around Boston."

Jim Mahoney, Interstate Theatres, was chairman of the meeting, one of a series in the new workshop shirtsleeve sessions which open at 9:30 a.m., and continue through luncheon, in which theatre problems are discussed and promotions that are successfully proven are exchanged.

The session also featured a report on the State Police film, "Anatomy of an Accident," made by Jerry Fairbanks Studio, Hollywood, which was shown at drive-ins and hardtops through TONE cooperation this summer.

Mal Green, Interstate Theatres, chairman of the COMPO committee, reported on the promotion for "Palm Springs Weekend," the COMPO plan film from Warner Bros., which has 125 dates in the New England territory. For special promotion, a photo of Troy Donahue, star of the picture, has been obtained pointing to a map of New England virtually highlighting the saturation campaign for the picture. This is now being matted for theatres and newspaper exploitation. Green said that there will be "many more pictures coming" on the COMPO plan.

Leo Lajoie, manager, Capitol (NET), Worcester, Mass., reported on a highly successful promotion for "The Reluctant Saint."

Al Lourie, Lourie Theatres, reported on holiday season promotional programs including a "Halloween Party" and "Turkey Nights." For "Turkey Nights," the promotion is run four to six days ahead of Thanksgiving, is promoted on the screens with 10 or 12 turkeys obtained from the local market in return for advertising on the screen and

## Metropolitan Detroit Sees End To Population Loss

DETROIT—In the hope of future augmented business, note has steadily been made in these columns of the reversal of trend in population shift, especially in the downtown area. This has included new residential and business buildings close to downtown first-run houses.

A report just issued shows that in the past decade, while Greater Detroit has grown rapidly, Metropolitan Detroit lost over 300,000 residents.

How this is slowing is indicated by the figures for the past year which show the loss of 9,000 as contrasted to an average of 30,000. Eight or nine years ago, this ran around 60,000 annually.

Projection on a graph indicates if what is going on continues, population should be on the increase within a year.

## Para. Concludes Sales Meets

CHICAGO—Paramount Film Distributing Corporation's national sales meetings were concluded here as general sales manager Charles Boasberg outlined release plans for 1964, which company executives have predicted will be one of the most successful years in Paramount's history.

Attending the two-day "Paramount's Key to Big Boxoffice" meetings were Dick Frank, regional sales manager, Chicago; Mickey Stevenson, Canadian general manager; and branch managers Charles Caligiuri, Des Moines; Tom Duane, Detroit; Ted Krassner, Indianapolis; Howard Ross, Milwaukee; Forrie G. Meyers, Minneapolis; Ward Pennington, Los Angeles; Jim Ricketts, Denver; J. H. Swanson, Salt Lake City; Henry Haustein, San Francisco; and J. E. Kent, Seattle.

Home office executives joining Boasberg included Tom Bridge, assistant general sales manager; Al Taylor, western sales manager; and Bernard Serlin, exploitation manager.

posters. "It's a good extra money getter," Lourie said. His promo for "Halloween Party," done with pumpkins and candy, proved most successful in his neighborhood houses.

Don McDonald, manager of the Old Colony Theatre, Plymouth, Mass., showed the group through the means of 8 x 10 photos how a simple, inexpensive, ingenious method could convert an old-fashioned marquee to a modern, streamlined affair. The Old Colony's former marquee, studded with lights, could not be seen unless the patron got right under it, he pointed out. He bought two pieces of marine plywood, had them painted, lettered, tracks installed for letters, fitted over the old marquee and lit with three spots.

Reports were made on the recent TOA convention in New York, and all agreed that indications garnered from the session are that the film business is in for a big resurgence. Local showmen were impressed with the number of Boston showmen elected to office and committees, and the outlook for product indicated at the sessions.

## Loew's Names Diamond Theatre Operations Head

NEW YORK—Bernard M. Diamond, a veteran of 23 years in the motion picture business, has been named general manager of theatre operations for Loew's Theatres, Inc., by Arthur M. Tolchin, assistant to the president of Loew's Theatres, Inc., and executive head of the theatre company. Diamond will join Loew's on Nov. 25.



Diamond

Diamond is presently general manager of the amusement and recreation division of Schine Enterprises in Gloversville, N. Y. During his career with that organization, where he began as a student assistant manager trainee, he has served as director of theatre operations, head of personnel, film buyer and booker, concessions head, as well as manager of the company's radio station, bowling alleys, and community antenna systems.

"The welcome addition of Mr. Diamond to our management team at the 'new' Loew's," states Tolchin, "will further implement our growth plans and business-building projects."

## Decca, U. Earnings Dip

NEW YORK—Consolidated net earnings of Decca Records Inc. including results of operations of its subsidiary Universal Pictures Co., Inc., for nine months ended September 30, 1963, amounted to \$3,670,557, equal to \$2.40 per share on 1,527,401 outstanding shares of capital stock.

In the corresponding period of 1962, Decca reported earnings of \$4,359,091, equal to \$2.85 per share on the 1,527,401 outstanding shares of capital stock in the hands of the public.

Universal reported consolidated net earnings for the same period of \$3,069,594. After dividends on preferred stock such consolidated net earnings amounted to \$3.54 per share on 854,921 shares of common stock outstanding, excluding shares in the treasury of the company, as at Sept. 28, 1963.

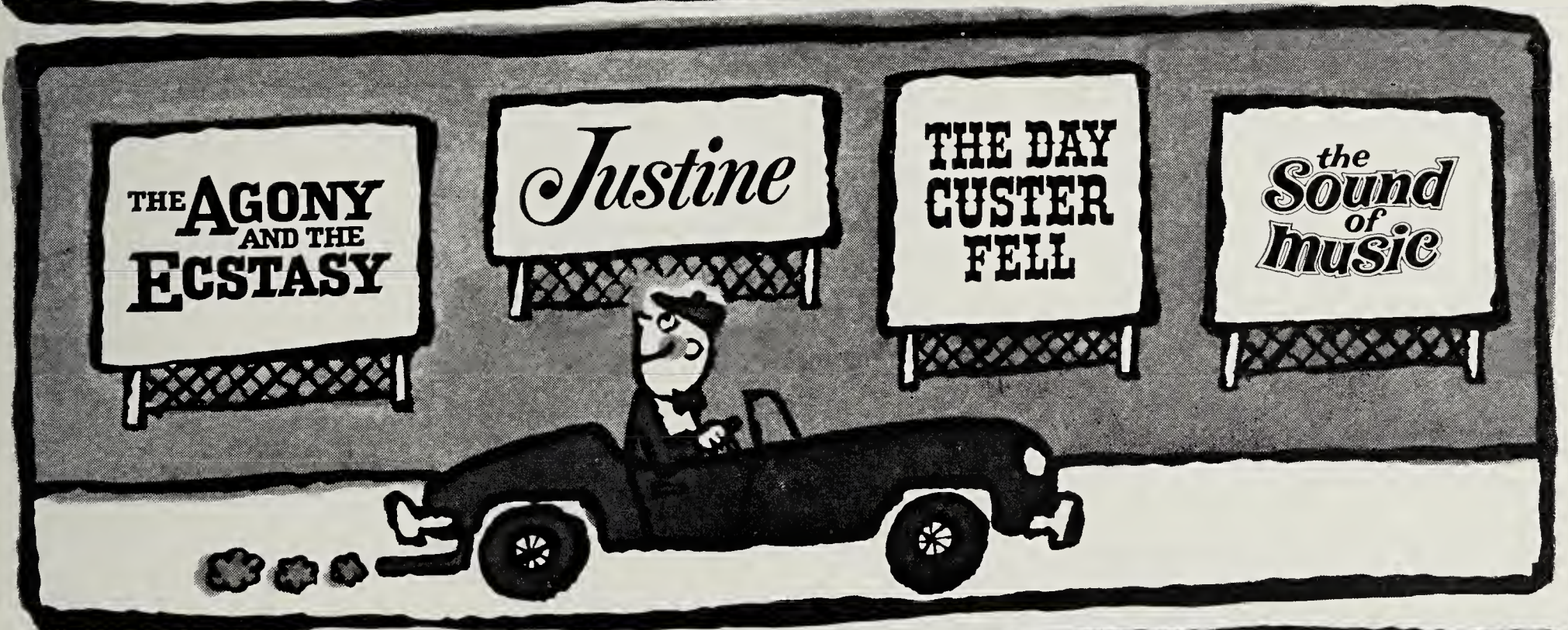
For the thirty-nine weeks ended Sept. 29, 1962, the company reported consolidated net earnings from operations of \$4,046,840. After dividends on preferred stock such consolidated net earnings amounted to \$4.60 per share on 878,930 shares of common stock outstanding, excluding shares in the treasury of the company, as at Sept. 29, 1962.

## WOMPI Sets Comm. Heads

KANSAS CITY—Miss Mary Heuelsen, president of Women of the Motion Picture Industry, International, has announced the appointment of the following committee chairmen for the fiscal year, 1963-64: Mrs. Lee Nickolaus, New Orleans, membership; Mrs. Gene Barnette, New Orleans, by-laws; Mrs. Florence Work, Des Moines, finance; Mrs. Jean Mullis, Atlanta, extension; Mrs. Myrtle Cain, Kansas City, publicity; Mrs. Viola Wister, Charlotte, Will Rogers Memorial Hospital; Mrs. Mary Hart, Jacksonville, ways and means; Mrs. Kathleen Dowell, Jacksonville, industry service; Miss Audrey Hall, Jacksonville, historian; Miss Phyllis Whitscarver, Kansas City, editor of newsletter; Mrs. Nell Middleton, Atlanta, revision of by-laws—a special committee this year.



# Go With 20th...



## ...It's Money in The Bank!



# Polish Film Tops Frisco Festival; Only U. S. Entry Is Best Directed

SAN FRANCISCO—Poland's "How To Be Loved" won this year's San Francisco International Film Festival Golden Gate Award as best out of 22 entries from 17 countries.

At a gala Champagne Awards Ball held in the St. Francis Hotel, 20 Golden Gate Awards were made to festival participants from all over the world.

"How To Be Loved" also won its leading lady, Barbara Krafftowna, the best actress award. It is through her eyes that the story of an unrequited and self-sacrificing love is told.

Best actor award went to Mexico's Ignacio Lopez Tarso for his portrayal of a mute in Mexico's "The Paper Man." An attendant at the festival during its entire two week length, the Mexican actor was at the ball to accept his award in person.

Larry Moyer, director of "The Moving Finger," the only U. S. entry in this year's competition, won best director award. He was also on hand to accept the honor in person. The American movie, "The Victors," which opened the festival on Oct. 30, was shown out of competition.

Russia's Boris Andreyev won best supporting actor award for his portrayal of a fighting sailor in the U.S.S.R.'s entry, "An Optimistic Tragedy."

Best supporting actress award went to Ilia Livikou for her performance in the Greek film, "A Peasant Young Gentleman." Miss Livikou is a noted Greek tragedian appearing in an unaccustomed comedy role in the film.

The Carl Foreman prize went to Czechoslovakia's Peter Solan for his film, "The Boxer." The prize, originally awarded to Foreman on Oct. 30 for his film, "The Victors," was refused by the American whose picture was out of competition. He said he wished instead that it be given to the director who had contributed the most to promote international understanding via movie making.

"The Boxer" was concerned with the struggle for supposed sporting "fair play" between an athletic Nazi commandant in a concentration camp and one of the Jewish inmates, a professional boxer. Solan was at the ball to accept his award.

Best music award was given to Wiliam Bukovy for his musical score in "The Boxer." Other awards included:

Best Documentary Short Subject: U.S.S.R.'s "On the Borderline of Two Kingdoms." Best Art Film: Netherlands' "Franz Hals." Best Animated Film (for adults): a tie between Yugoslavia's "Play" and the U.S.S.R.'s "History of a Crime." Best Animated Film (for children): Czechoslovakia's "Gallinea Vogelbirdia." Best Short Film Photography: Netherlands' "Sailing." Special Jury Prize for Satire: Denmark's "We Are Hanging By A Thread." Best War Short Subject: Poland's "Fleischer's Album." Best Work Short Subject: Portugal's "Portuguese Glass." Best Fiction Short Subject: Hungary's "You."

Jurors for the seventh annual San Francisco film festival were author-political science professor Eugene Burdick; composer and film score writer Luciano Berio, visiting Mills College music instructor from Italy; and Sergei Mikhalkov, Russian author, satirist, and screenplay writer.

Presenting the awards was Irving M. Le-



Harry Rogovin, Columbia district manager, left, is seen with Ben Sack, president, Boston Sack Theatres, center, and Nat Rudich, executive assistant to Otto Preminger, at a special preview showing of "The Cardinal" at the Saxon, Boston.

## Allied Artists Profit Up

HOLLYWOOD—S. Broidy, president of Allied Artists Pictures Corp., announced that operations of the company and its wholly-owned subsidiaries for the first quarter of the present fiscal year (quarter ended Sept. 28, 1963) resulted in a net profit, before taxes, of \$244,000. This was an increase of approximately 49% over the net profits of \$163,000 as reported for the corresponding quarter of the previous year. Due to prior year losses, no provision for Federal income taxes was necessary in either year.

The gross income in the quarter ended Sept. 28, 1963, amounted to \$4,542,000, as compared with \$7,986,000 in the corresponding quarter in 1962.

Broidy further announced that during the quarter ended Sept. 28, 1963 the company's direct liabilities were reduced by approximately \$1,343,000, and contingent liabilities by approximately \$157,000, or a total reduction of indebtedness of approximately \$1,500,000.

## Sundays OK for Pa. County

HOLLIDAYSBURG, PA. — Voters here polled an unofficial 1,050 for Sunday movies and 977 against, a margin of 73.

The Sunday movie issue was approved once before by Blair County voters but the ballot was later thrown out by the State Supreme Court.

In Tyrone, Pa., the vote was a firm "no" against Sunday movies.

vine, founder of the festival and managing director since its start seven years ago. The non-profit enterprise is sponsored by San Francisco's Art Commission.

A jury composed of Jack Holper, United Press International; Rollin Post, KPIX and Eldon Ottenheimer, Associated Press, awarded the following prizes to the newsreels competing in this year's festival:

Best complete newsreel: Ghana's News, Issue No. 99" and the Ghana Film Industry Corporation. Best individual story: Poland's "Polska Kronika Filmowa"—Documentar Film Studio. Best individual camera work: Poland's "Polska Kronika Filmowa"—Documentar Film Studio.

## Memphis Theatre Shuttles; Tired Of Fighting Censors

MEMPHIS—The Studio, one of the two Art Theatre Guild houses in Memphis, gave up in its constant fight with the Memphis Censor Board. William Kendall, manager, Guild and Studio, who in 1962 was bound to the state on a charge of exhibiting an obscene movie ("I Spit On Your Grave"), published a large advertisement in The Commercial Appeal on Nov. 9, reading: "The Studio Theatre will close its doors for the last time this evening. Theatres cannot operate without pictures, and the films being shown elsewhere in the U.S.A. cannot be shown in Memphis. We were going to serve salad at the Wake, but the blue noses wouldn't allow it . . . not enough dressing!" Studio, operated in the college section of Memphis, went dark after the final showing of "La Dolce Vita."

Kendall's latest clash with the Censor Board was when he accused it of showing favoritism—Elizabeth Taylor over Jayne Mansfield. "They will let Memphis see the nude body of Taylor, but not of Mansfield," he stated when "Promises, Promises," starring Mansfield, to have opened at the Guild on Nov. 8, was ordered cut. The Board demanded the bathtub scene be deleted because the star was nude. Kendall stated the film was sent to Memphis by the producer with orders of "no cutting," so it could not be shown.

Kendall said, "Taylor was seen in 'Cleopatra,' because they'd have been laughed out of town if they'd banned such a spectacular. They said that was art."

He contends that in the questionable bathtub scene, "You can't really tell whether she is nude or not." Other objectionable scenes showed the star clad in a towel, a sheet, and hiding behind a door.

F. C. Hudson, chairman of the Censor Board, stated the theatre manager "is blind" if he couldn't see Miss Mansfield is nude in the film. Recently, Embassy Pictures Corporation filed suit in the Federal Court in Memphis testing the authority of the Memphis Board to ban controversial movies. "Women of the World" was the cause of this suit.

## AB-PT Votes Stock Dividend

NEW YORK—Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc., announced that the board of directors declared an extra dividend of two per cent common stock in addition to the regular fourth quarterly cash dividend of 25 cents per share on the outstanding common stock.

The regular quarterly cash dividend is payable Dec. 14 to holders of record on Nov. 22, before giving effect to the stock dividend. An extra dividend of two per cent common stock was paid last year.

## IFIDA Dinner Committee

NEW YORK — Walter Reade, Jr., board chairman of Reade-Sterling; Richard Brandt, president of Trans-Lux Distributing Company; and Jean Goldwurm, president, Times Film Corporation, have been named to serve as the executive committee for the forthcoming international film awards dinner and dance at the Americana Hotel, Jan. 21, according to Dan Frankel, dinner chairman.

The dinner and dance is sponsored annually by the International Film Importers and Distributors of America.



## Catholics Honor Bronston For Film Contributions

MILAN, ITALY—Samuel Bronston has been awarded the Grand Cross of Merit by the Equestrian Order of the Holy Sepulchre in Milan, Italy. Bronston was presented with the award, the highest honor the Catholic Church can give a non-Catholic, by Signor Lattuada, general secretary of the Knights of the Holy Sepulchre, and Monsignor Pisoni, who represented Eugenio Cardinal Tisserant, Grand Master of the Order, and Dean of the College of Cardinals.

In the presentation, Monsignor Pisoni said, "The Holy Church, by the august words of His Eminence the Cardinal Tisserant with the rules of an Order so illustrious and full of merit and so believed as is the Equestrian Order of the Holy Sepulchre was pleased to express words of uncommon praise, bestowing on you (Bronston) a sign of uncommon merit. . . . You are renowned in the artistic and cultural world, particularly in the entertainment world for noteworthy films. I do remember with pleasure 'El Cid,' 'King of Kings,' and the latest '55 Days at Peking.'" Referring to the award, Monsignor Pisoni said, "It is a mark that the civilized world bestows to those defenders of the highest human values."

Bronston received the new decoration only a few days after being awarded the Spanish Great Cross of Isabel la Catolica, for his efforts in bringing together the cultures of two great nations.

### Bronston Ups Goldstein

MADRID—Samuel Bronston announced that Milton Goldstein has been appointed vice-president in charge of foreign sales. He will retain his headquarters in Madrid. Goldstein joined the Bronston Organization in 1961 to handle the foreign sales of "El Cid" in all countries outside of the United States and Canada, and served the same function for all subsequent Bronston productions.

Prior to his association with the Bronston Organization, Goldstein was with Paramount for 11 years, during which time he was in charge of foreign sales for several top films.

### AFD Acquires Product

HOLLYWOOD — Alexander-Ford-duPont, newly-formed motion picture organization, announced that seven properties, representing a total expenditure of \$3 million, have been acquired during its first nine weeks of operation.

According to Alex Alexander, executive vice-president, AFD is currently preparing release schedules for "All About Love," Italian; "Navajo Run"; "Storm Over Silver Peak," Japanese; and "Ken Curtis Songs," series of half-hour tv films. Newest production to be acquired for world release by AFD is "Nightmare in the Sun."

### Screen For Bev. Canon

BEVERLY HILLS, CAL. — The Beverly Canon, a Herbert Rosener operation, which recently installed a new heat and air conditioning system, new sound and projection equipment and new seating, has completed its remodeling program with the installation of a custom seamless one-piece Ultramette projection screen. The hi-gain screen, used in many major studios and commercial film labs, is built for even light distribution and ease of angle viewing, eliminating eye strain.

The installation was made by B. F. Shearer Company, Los Angeles.

# Poll Of Detroit Teenagers Reveals Three To One Want Censor Board

## Atlanta PTA Urges Film "Grading" System

ATLANTA—Atlanta Parent-Teacher Associations are urging the city of Atlanta to devise some new program for grading motion pictures, now that the Georgia Supreme Court has thrown out the old one.

The Atlanta Council of Parent-Teacher Associations, in a resolution presented to city officials, asks that the city "devise some legal method of continuing" motion picture grading.

In its now-discarded program, the city's movie reviewer, Mrs. Christine Smith Gilliam, graded motion picture as "approved, unsuitable for youth, or objectionable." The Supreme Court held that this activity amounted to prior restraint and hence was unconstitutional.

The PTA council also asks strict enforcement of the state obscenity law.

## MGM Preparing 26; TV-Film Production Up

CULVER CITY, CAL.—Metro-Goldwyn-Mayer has 26 major story properties in active preparation for 1964-65, it was announced by Robert M. Weitman, tv studio head, at the MGM national sales meeting here.

Twenty-four writers are currently at work on these projects. A large percentage are either completed, first draft screen plays or treatments.

Weitman pointed out that the backlog of scripts will make possible a consistent level of production with flexibility in scheduling pictures for filming as the ideal casts can be selected.

The completed pictures and sequences of those before the cameras screened for the sales meeting and future productions represent the greatest array of star power in years, according to Weitman.

A number of pictures in the varied program were selected as showcases for the aggressive building of promising new young talents.

Robert H. O'Brien, president, said on opening the meet that for the fiscal year, which ended Sept. 1, feature motion picture and television production at the MGM Studios had increased 112% over the previous year.

When O'Brien assumed the presidency of MGM in Jan., he stressed that production activities would be centered at the MGM Studios.

The rise in feature motion picture production alone, for the three-month period from June to September of this year has shown an increase of 307%.

"During the past year," O'Brien said, "The goal of keeping the Culver City Studio busy has been achieved with top artists assuring motion pictures with outstanding entertainment and box-office potential. MGM's British Studio, the largest and most modern in the world outside of Culver City, also is operating with a full production schedule for the world market."

DETROIT—The Detroit News has taken a poll of what teen-agers think about the movies and came up with some interesting results as well as repercussions from the atrements. Follow some of the views of the young people:

"Too much sex," say many. Other epithets are "Most are a waste"; "Unfit for family viewing"; "Going down morally"; "Unrealistic"; "Unoriginal"; "The good movies are the best of all time—the bad ones are the worst of all time"; and as to art houses (which most confessed having attended seldom or never) "corruptive," "cheap," and "immoral."

The best movies were damned with faint praise. In order of preference, comedies, musicals, fiction, war pictures, spectaculars, adventure, and science-fiction.

Reasons for attending: There isn't "much else you can do"; "one of the least expensive ways of spending an evening."

Said one: "There are enough good shows around but the problem is finding them."

Three to one they thought the solution lay in a censorship board to help them select. (Detroit already has a Police Censorship Board which will occasionally request cutting a sequence but issues no public statements.)

The three-to-one ratio also obtains in liking indoor theatres better than drive-ins.

Observed Jim Driesback, assistant to United Detroit film buyer Tom Byerle, "A lot of good pictures are on the market today that haven't seen the light of day. The public is the judge and teens comprise a good percentage of movie audiences today."

Milo Ehlo, who manages the Dearborn, was quoted: "Friday is our biggest teen night; not quite half the audience is teen-aged. They come for almost anything on Friday night, regardless of what we are showing."

From Malcom Rose, manager of the Adams: "I don't believe we should censor movies for teens. We consider the audience as a whole, with no separate category for teen-agers. I think it's up to the parents more than anybody else. If a parent is serious about what his youngster sees there are a whole raft of ways he can find out what a picture is like."

Teen-agers were asked to select their favorite current five films. In the following order, they selected "Lawrence of Arabia," "The Longest Day," "The Thrill of It All," "West Side Story," and "To Kill a Mocking Bird."

### Loew's Sets N.Y.C. Meet

NEW YORK—Managers, division managers, and executives of Loew's Theatres from the New York area and across the nation, will attend a Winter-Spring Showmanship Conference scheduled for Dec. 15, 16 and 17 at the Americana Hotel here. As 1964 will be Loew's 60th (Diamond) Anniversary Year, the circuit will engage in an Art Tolchin-Bernie Myerson Boxoffice Drive, during which the new year's attractions, collectively and individually, will be promoted to the hilt.

The new management "team" at Loew's, which is planning the agenda for the showmanship meetings, will also accent growth and refurbishing plans as well as conduct open forum on all phases of theatre operation.



# Bill Of Rights' Importance Noted By President In COMPO Trailer

NEW YORK—Prints of a trailer carrying a message by President Kennedy on the Bill of Rights will go to the National Screen exchanges for immediate distribution to theatres as a feature of COMPO's campaign to increase public awareness of freedom guarantees in the Federal Constitution.

Nearly 1,000 prints will be distributed to theatres free of charge, according to Charles E. McCarthy, COMPO executive vice-president. McCarthy said it is planned to have the trailers given blanket exhibition by regions between now and New Year's. Bill of Rights Day is Dec. 15.

The President's message is as follows:

"My fellow American citizens—I am grateful to the motion picture industry for this opportunity to remind you of this most important day in our lives. Dec. 15 is Bill of Rights Day. The Bill of Rights are the first 10 amendments to the American Constitution.

"After the Constitution was written it was felt that while this was an extraordinary document, it did not provide the kind of guarantees for our individual liberties that were really required, and therefore, under the leadership of James Madison, the first 10 amendments were adopted to the Constitution. We called them the Bill of Rights. They are the most extraordinary and detailed guarantees of individual liberty that any people on earth now possess.

"Because of the first 10 amendments to the Constitution—because of the Bill of Rights—we have guaranteed freedom of speech, freedom of religion, freedom of the press, the right of assembly and petition, the right of trial by jury, the right to be secure in one's own home, the protection of due process of law and private property and public trials—and many other things that perhaps you take for granted but which we are guaranteed in the United States Constitution. So Dec. 15 is an important day.

"Even though the parchment of the Constitution of the United States and the Bill of Rights is old and fading in the Archives Building here in Washington, nevertheless, this document—the Bill of Rights—has meaning in all of our lives every day. We owe a good deal to it.

"I think it is appropriate that we be reminded of our blessings and those who made them possible, to remind our children of what a great country we have, how much it has been through, what it means to them—remind our servicemen—one million of them who serve overseas—that they do not defend merely a piece of geography, but also a way of life expressed in the American Constitution, expressed in the Bill of Rights, expressed in the freedoms we all enjoy.

"Thank you very much."

Production, distribution, and exhibition of the trailer represents a united effort by the entire motion picture industry, McCarthy said. At the request of COMPO, Eastman Kodak contributed 200,000 feet of raw stock, News Of The Day filmed the President in the White House, Movielab donated the printing, and National Screen is distributing the prints to theatres.

McCarthy emphasized that the exhibition of the trailer will constitute a public service that should considerably enhance the in-



Ward Marsh, center, Cleveland Plain Dealer film critic, is seen with Edward Muhl, left, Universal vice-president in charge of production, and producer Ross Hunter at a recent cocktail party which marked Marsh's 48th year as the newspaper's critic.

## Herts-Lion Releasing 10, Reissuing 17 Top Pics

BEVERLY HILLS—The board of directors of Herts-Lion International Corp., approved both the film distribution and the motion picture financing program with private investors projected by Kenneth Herts, president, for the next six months, it was disclosed.

From now until April, 17 major films will be re-issued theatrically, 10 new features will be released, and the company will aid in the financing of four productions.

The first group for re-distribution, which will be advertised as "The Magnificent 17" and will include "Retreat Hell," "The Enforcer," "Bugles In The Afternoon," "South Of St. Louis," "Court Martial of Billy Mitchell," "Blowing Wild," "Only The Valiant," "Marjorie Morningstar," "My Girl Tisa," "Mission Morocco," "Kiss Tomorrow Good-bye," "Johnny Come Lately," and "Blood On The Sun."

The ten new features consist of a science-fiction and horror duet, "The Telegian," in color-CinemaScope and "Dungeons of Horror"; "Treasure of Silver Lake," starring Les Barker, and "The Hunted," two outdoor adventure films; "Gorilla" a color-CinemaScope adventure; "The Captives," winner of the Berlin Film Festival; "White Hunter," based on the best-seller, "African Fury," to be coupled with a thirty-minute short; and two horror films, "Lust of the Vampire" and "The Unknown World," now being edited.

A go-ahead to negotiate financing arrangements for four features was approved, and Herts-Lion will shortly conclude negotiations with three companies for these pictures.

The appointment of Harry Gaffney by Herts to supervise domestic distribution of "The Magnificent 17," including exploitation and advertising, was also confirmed.

industry's reputation. For this reason, he said, exhibitors should not only show the trailer but give it a conspicuous place on their daily programs.

McCarthy also pointed out that the President's message carried no reference in any way to the current civil rights agitation, but is devoted in its entirety to a wider observance of Bill of Rights Day, Dec. 15.

## General Opens Twin In Charlotte, N. C.

CHARLOTTE—Cinema I—Cinema II, North Carolina's first twin theatre has opened here in the Charlettetown Mall Shopping Center.

The theatre, built at an estimated cost of \$1 million, has its own 1,000 car parking lot. The two auditoriums are located on the same level, back to back, with projection equipment situated between on a second level. On the same level with the common projection room is the manager's office and employee's dressing rooms.

Cinema I has 1,000 seats facing a 60 ft. screen, one of the largest in the city. Its smaller counterpart holds 500 and has a 50ft. screen. Both screens are unmasked and recessed against the rear walls of the auditoriums creating a continuous wall effect.

Seats are of a push-back type permitting easy patron access. The person seated can sit up straight and slide the seat of his chair back about five inches to make room for the person coming in or going out.

The double houses are the first in Charlotte where smoking is allowed. Smoking is permitted in the entire left-hand section in Cinema I, and in Cinema II special smoking loges are provided at the rear. Seats where smoking is permitted are covered with gold fireproof fabric and ashtrays are provided on the back of the seats ahead. All other seats are red.

Both theatres are equipped for presentation of all types of motion pictures, including the conventional 35mm, 70mm and Cinerama.

One hundred tons of air conditioning and gas heating equipment are located in the projection area. The lobby, stressing lighting more than draperies, also separates the two theatres, and has an X-shaped seating area, concession stand, restrooms and women's powder rooms. The lobby also has space for an art gallery.

Owned and operated by General Drive-In Corp., the double theatre is managed by J. B. (Bernie) Palmer, who was transferred to Charlotte from Paducah, Ky. Officials said extensive surveys led the firm to the decision to locate in Charlotte. They said the surveys indicated that a surprisingly high percentage of Charlotte people do not go to see motion pictures at all. These adults, who seem to have foresworn the motion picture theatre habit, are the ones Cinema I-II is out to get.

## N. Y. Tent To Elect

NEW YORK—The annual election of the Variety Club of New York Tent 35 will be held on Nov. 25 at the board room of Allied Theatre Owners of New Jersey.

The nominating committee, under the chairmanship of Harold Klein, was composed of Morton Sunshine, David Emanuel, Edward Finneran, and Lee Koken, who submitted the following names for the 11 canvassmen:

Irving Dollinger, Saul Jeffee, Jack H. Levin, Bernard Myerson, William Reddick, E. David Rosen, David Sanders, Robert K. Shapiro, Charles A. Smakwitz, George Waldman, Harold Zeltner.

## Levine Joins MMPTA

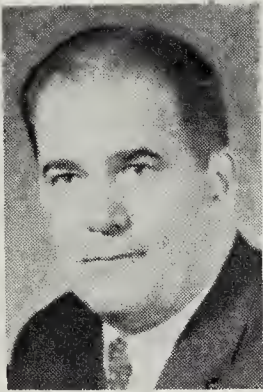
NEW YORK—Robert K. Shapiro, president of the Metropolitan Motion Picture Theatres Association, announced that Joseph E. Levine, president of Embassy Films, had joined the Association.



## Schine Promotes Evans To General Manager Post

GLOVERSVILLE, N. Y.—The appointment of Seymour H. "Sy" Evans as general manager of the Schine Circuit was announced by Donald G. Schine, vice-president of the chain. Evans will assume his new duties immediately.

In announcing the appointment, Schine said, "The promotion of Mr. Evans to general manager of our theatres is a continuance of our long established policy of recognition from within our ranks."



Evans

Evans joined the Schine Circuit in 1951 as assistant advertising and publicity director. In 1960 he was promoted to director of advertising, publicity, and promotion of the circuit. A native of New York City and a product of its schools including Columbia University, Evans enlisted in the then Army Air Corps in 1941 and was discharged in 1946 with the rank of captain. Prior to joining the Schine Circuit, Evans was a member of the exploitation department of Universal Pictures in New York.

Evans will headquarter in Gloversville, the home office of the chain. The Schine Circuit operates approximately 80 theatres in New York, Ohio, Kentucky, Maryland, and Delaware.

## Tri-States Shifts Managers

DES MOINES — A. Don Allen, general manager of Tri-States Theatre Corporation, announced the following manager changes within the circuit:

Harold B. Lyon, manager, Paramount, Kansas City, has resigned. Marvin Graybeal, Tri-States city manager for Waterloo, Iowa, and manager of the Paramount there, is transferred to Kansas City to take over the manager's reins of the Paramount in that city. Bill Towey, manager, Fort, Rock Island, Ill., will take over Graybeal's post as city manager of Waterloo, Iowa, and manager, Paramount. Roy Oldfield, who has been managing the Rivoli, Hastings, Neb., for Tri-States, moves to the Fort, Rock Island, to take over Towey's duties there. Horace Spencer, present manager, Rocket, Rock Island, transfers to the Rivoli, Hastings, to replace Oldfield. Mike Geater, manager, Ingersoll, Des Moines, moves to Rock Island to replace Spencer as manager of the Rocket. Robert Montgomery, assistant manager, Des Moines, Des Moines, moves into the manager ranks at the Ingersoll.

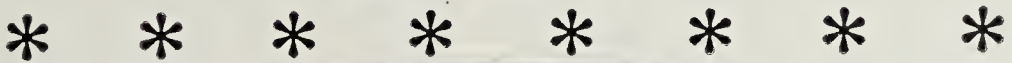
## Flaxman To Foster Films

NEW YORK—John Flaxman has joined Foster Films, Inc., as assistant to Harry Foster, president.

Flaxman's duties will be to develop properties for both motion pictures and tv shows. Two projects for feature films, which will be distributed by a major company, are already underway. At the same time, a tv situation comedy series is being readied.

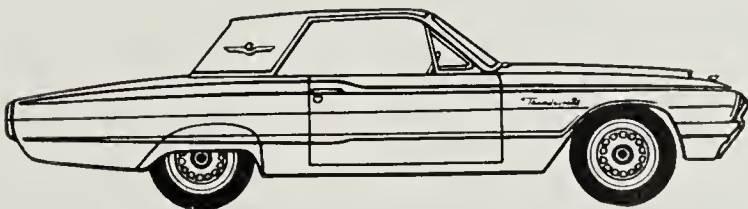
Flaxman began his career in 1958 at Columbia Pictures, as an executive trainee and most recently worked in developing stories and talent in Columbia's east coast operation.

# THE GREATEST RAFFLE IN MOTION PICTURE PIONEER HISTORY!

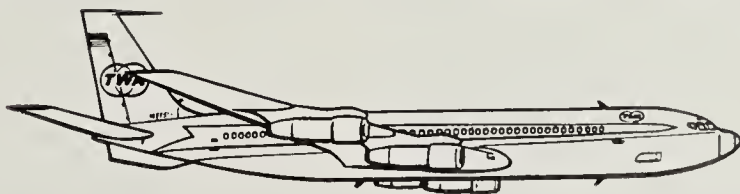


# 2

# SENSATIONAL GRAND PRIZES WORTH \$10,000



1964 Thunderbird Hardtop



14 day all expense Deluxe vacation  
for 2 to London, Paris, Rome, Athens  
via TWA Star Stream Jet

MOTION  
PICTURE  
PIONEERS, INC.

SILVER ANNIVERSARY DINNER  
HONORING **DARRYL F. ZANUCK** —PIONEER OF THE YEAR  
AMERICANA HOTEL  
MONDAY, NOVEMBER 25TH, 1963

Tickets Available At M. P. Pioneers Office And Your Local 20th Branch!



# Test Suit Vs. City-Owned Theatre Ends After Voluntary Integration

DURHAM, N. C.—A suit, regarded as a test case, which would have determined if a motion picture house operating in leased quarters in a building supported by tax funds could legally racially segregate its patrons, has been dismissed in U. S. District Court here because the theatre at which it was directed already has integrated its facilities.

Costs of the action, pending in court for more than two years, were taxed against the defendants, Abercrombie Enterprises, Inc., owner of the Carolina, which operates in leased quarters in the old Municipal Auditorium, still owned by the city of Durham.

Plaintiffs in the action, the NAACP and other integrationist organizations and groups, filed the suit after repeated massive demonstrations at the Carolina were unsuccessful in getting the house to admit patrons on an unsegregated basis. During the demonstrations, the house obtained an order from the state courts prohibiting blocking of entrances and further massive demonstrations pending trial of a damage suit which the Carolina said it intended to bring for loss of business. Negroes then filed their suit in Federal Court.

The order dismissing the action was agreed to by the plaintiffs. It was signed by Judge Edwin S. Stanley and includes provisions allowing for further litigation if necessary.

In his judgment, Judge Stanley said, "The building, owned by the defendant, the City of Durham, and operated by the said lessee (Abercrombie Enterprises) has voluntarily integrated its facilities and all persons are admitted to the said Carolina Theatre without regard to race, and . . . therefore, there is no longer a legal question or questions to be determined by the court in this action."

Prior to the demonstrations at the Carolina, Negroes had appealed to the City Council and the Mayor's Human Relations Committee to force the Carolina to integrate its facilities because the building in which it operates is supported by public funds. The Mayor's Committee recommended such action, but the City Council said the Carolina had a long-time lease on the quarters and it could not force it to integrate.

The Carolina formerly operated a separate balcony for Negroes, but closed it two years ago when Negroes began demanding unsegregated seating. During the past summer, the Carolina joined other motion picture houses in quietly integrating their facilities.

Meanwhile, the North Carolina Council of Churches, an interdenominational organization, has created a new full-time post of director of Christian social action, whose duties will be concerned with getting various business and agencies across the state, including motion picture houses, to eliminate racial segregation.

Its executive board at a meeting in Durham adopted a statement of "job analysis," outlining duties of the new office. It said, "Wherever the Negro or any other person is a victim of discrimination,—whether in the school, the church, the ministerial association, the college, the hotel, the motel, the hospital, the library, the shop, the factory, the movie, the park, or the government, an effort should be made to afford him equality of privilege and opportunity."

## WB Pledges Support To NAACP Job Appeal

BURBANK, CALIF. — Cooperation of Warner Bros. in the current Hollywood program of the National Association for the Advancement of Colored People was assured at a luncheon meeting at the Warner Studios here attended by all department heads.

Also attending the meeting, under the chairmanship of E. L. DePatie, Warner Bros. vice-president and general manager, were Charles Boren, executive vice-president of the Association of Motion Picture Producers; James Tolbert, president of the Hollywood and Beverly Hills branch of the NAACP, and his associate, attorney Morris T. Johnson.

On behalf of Warner Bros., DePatie expressed the studio's willingness to cooperate and also pointed out the improvement throughout the studio that already has taken place with regard to casting Negro actors, both principals and extras.

## Cincy Tent Elects Shane

CINCINNATI—William B. Shane was re-elected chief barker of Variety Tent Three at an annual election in the Tent's club rooms, Vernon Manor. Other officers elected include Ray Russo, first assistant; Ben T. Cohen, second assistant; James W. McDonald, reelected dough guy; and Saul M. Greenberg, reelected property master for his 28th year.

Joe Alexander, Nat Kaplan, Carl Ferraza, Jack Finberg, Jack Haynes, Bill Onie, Al Kolkmeier, Jack Kalan, Jack Quigley and Arthur VanGelder are the crew.

The new director, the board said, will work with various groups in connection with this program, including "Negro leaders of organizations who are following non-violent methods of achieving social change."

The board added that one of the director's duties will be "organizing and training deputations whose main purpose would be to make converts of key persons who are not yet committed to the principle of desegregation."

At Lexington, the NAACP staged a demonstration in front of the Carolina on Main Street, marching there following a meeting at a Negro church and praying and singing for some 40 minutes. A sizable crowd of heckling white spectators gathered and created a severe traffic jam, but there were no incidents or arrests.

Some 52 Negroes participated in the demonstration, which was well advertised in advance. Leading the procession was Clarence Roberts, president of the local chapter of the NAACP, and Roger Nichols, youth advisor for the organization. On Oct. 27, Nichols was at the head of a group of marching demonstrators headed for the Carolina when they were halted by police and advised that city ordinances require a permit from the city at least five days ahead of a parade or procession of any kind. Negroes at that time announced that they would try again, and for this procession they obtained the necessary permit the required five days ahead of time.

## Loew Hails 'New' Boston With West End Cinema

BOSTON—A crowd of over 500 turned out for the opening of E. M. Loew's new West End Cinema here, with theatre people, showmen, film critics, politicians, society, and businessmen from the west end area joining in the gala festivities. While champagne corks popped and flash bulbs glinted, hundreds milled around the lobby for the champagne buffet, which preceded the showing of Joseph E. Levine's "The Conjugal Bed."

E. M. Loew hosted the party and made a speech of welcome from the stage of the 500-seat theatre preceding the showing of the film. He pointed out that this theatre is an experiment in keeping with the new Boston and urban renewal, and anticipates the new construction upcoming in the area. A 300-car parking lot has been provided, he said, and this is one of the reasons for film theatre construction on outskirts of cities and in areas away from downtown. "These theatres, unlike the ones in town, provide people with places to put their automobiles," he said.

George Kraska, who handled the campaign for the opening of the theatre, and who has long been associated with Joseph E. Levine, was master of ceremonies and introduced E. M. Loew. Kraska won the title of "the kickoff kid," as he has "kicked off" the opening of every art house and foreign film theatre opening in the city since his own old Fine Arts pioneered in the bringing in of art films from Europe 30 years ago.

E. M. Loew introduced William Reisman, architect of the new theatre, who told the first night audience that the house had been rebuilt from floor to ceiling, wall to wall, and back to front from the shell of the old Lancaster Theatre. Every seat has an unobstructed view of the screen, and the screen is equipped to show all sorts of films from CinemaScope to the usual dimensions of art films.

The theatre is equipped with the latest Century completely transistorized sound system installed by Eddie Comi, Massachusetts Theatre Equipment Company, Inc., which has provided the same system for 14 other theatres.

Lounge type seating, new improved acoustics, and projection all contribute to the comfort for the audiences at this new E. M. Loew house, and the Norman Ives mural, a large abstract design in the lobby, is visible through the 30-foot glass entrance. This mural is the work of one of America's foremost graphic artists, and it reflects the color used in the interior's black ceiling, white walls, and scarlet carpet.

In the foyer area, at the approach to the auditorium, the mural theme is repeated with a change in color of emerald green, black, and white, while the interior of the auditorium itself has elegantly simple lines and surfaces designed to enhance the quality of the film image.

Ralph Green, formerly with American Theatres Corp., was appointed managing director of the new theatre. The new West End Cinema represents a \$2,000,000 investment, Loew said, and is a "step towards the future in theatre construction and an expression of confidence in the 'new Boston.'"



# The NEW YORK Scene

By Mel Konecuff

SALAH HASSANEIN, president of Skouras Theatres, is a man who likes to give credit where it's due. He thought so highly of a newly-designed sound system created by circuit technical operations head Joseph J. Kelly that he wanted the whole world to know about it, which is the reason we took a trip out to the Route 17 Drive-In Theatre in New Jersey the other morning. It also gave us a chance to say hello to district manager Spyros Lenas, a real go-getter, whose background would make an exciting book some day if he ever allows it to be told.

To get back to the sound system for the ozoner, which has a 75 x 150 foot screen, it employs a split audio distribution system to channel the sound to the numerous ramps of the 1200 car operation. Unlike most conventional drive-in sound systems, this one utilizes a total of ten 75 watt power amplifiers, each one of eight amplifiers distributing sound to an individual segment of the field. The ninth amplifier feeds the concession, playground and 300 seat patio area. There is a tenth amplifier which acts as a standby unit that can be switched in place of any of the others through a specially constructed switching panel mounted in one of the racks in the projection booth. The total power of the complete sound system is 675 watts and according to Kelly, it results in a clean waveform free of harmonic distortion, so necessary to provide the maximum in listening enjoyment, even from inexpensive in-car speakers.

Roughly translated into basic English, this means that the drive-in is divided into eight sections with each being turned on or off at will as far as sound is concerned. For instance, during the winter months when attendance is off, cars are directed to four sections where the sound is utilized while the others are closed off and it is unnecessary to have a man going around all the time turning off speakers individually. Not using the area's sound all at once unnecessarily also means better relations with neighboring home owners who don't have to be bothered with extraneous noise. The system is expected to be used in several other Skouras drive-ins according to Kelly. Manager Walt Heaney was also at hand to assist in the demonstration and explanations.

**A MATTER OF FILMS AND THEIR MAKING:** Henry Koster is a filmmaker who likes to make comedies, feeling that there is enough tragedy and drama around for others to work on. He feels more at home with them and he likes to think that his pictures play for and appeal to the entire family including teenagers. He also thinks that the public will come to theatres playing his entries because there is an element of self-identification present while abroad, attendance is brisk because there is a curiosity about things American which he attempts to satisfy.

This was his reasoning when he recently made "Take Her She's Mine," which has opened in a few spots thus far to pleasing business and fine public reaction. This film was made entirely in Hollywood, where he prefers to work with the better facilities, technical know-how, men and equipment. He still feels this way after having made pictures through the years the world over. The producer-director brought "Take Her She's Mine" in for \$2,300,000, even with an estimated reduction in Fox studio overhead of 30 per cent since the advent of the Zanuck regime.

We caught him prior to his leaving for London, where he was to put in some preliminary work on his next feature, another comedy, "Erasmus With Freckles," with writer Nunnally Johnson, who also wrote "Take Her She's Mine" and a previous Koster comedy, "Mr. Hobbs Takes A Vacation." It will again star James Stewart, who also played in "Hobbs" and "Take Her." Shooting will probably get under way March 1st in Hollywood at a budget between 2½ and 3 million dollars.

**MATTERS PISCATORIAL:** When is a fish not a fish? This interesting riddle will be answered in producer John Rose's "The Incredible Mr. Limpet," Warner Bros.' Easter release, and we can't say anymore having been sworn to secrecy about this unusual Technicolor comedy about America's "secret weapon" in World War II with a cast headed by Don Knotts. Rose is the former story editor and story research director of Walt Disney Productions, where he first came across the book by Theodore Pratt on which the film is based at which time he hoped someday to make same. It took a year to bring to the screen with some wonderful cooperation by the Department of Defense and the Navy, but the job of getting it across is just now beginning.

Joe Hyams, publicity director, and Ernie Grossman, exploitation and promotion manager, revealed that an unusual campaign is in the works which will reach a climax after the first of the year for the 1½ million dollar production. Rose, who was in exhibition when a teen-ager, believes that the exhibitor is most important in the industry scheme of things and he is going all-out to help in the selling, making appearances in many cities coast-to-coast, etc. He didn't believe that his job as a producer was completed once the film is turned over to the distributor. Incidentally, during World War II, Rose was officer-in-charge of motion pictures for the Army education program.

**THE METROPOLITAN SCENE:** Aside to Herman Levy: Thanks and happy retirement from TOA. . . . Aside to Ernie Grossman: Va-va-voom and darts not all. . . . Aside to Dan Terrell and Emery Austin: That Midas Touch Kit is a very cute promotion with its sketches of clothes, make-up info, and other hints on behalf of "The Wheeler Dealers," and its delivery to fashion editors the country over by MGM field press reps should pay off in loads of space. . . . Robbins-Feist-Miller, which recently acquired rights to the music from MGM's "The Prize," is launching a special record exploitation drive on the main theme from the film. . . . That was Arlene Dahl on Si Seadler's arm at the recent conventions. She was in town, she told us, to help in the promotion of "Kisses For My President" (Warners). . . . 160 permits were granted by the N. Y. City Department of Commerce and Industrial Development to take pictures on the streets of the city during September. Of course, commercial and tv footage is included in the total as well as a couple of theatrical films. . . . Get well quick wishes go to Ed Sargoy, at New York Medical Center for minor surgery.

## Bronston Distribs Gather

MADRID, SPAIN—Samuel Bronston announced that he has called an international distribution conference to unveil the final rough cut version of "The Fall of the Roman Empire" and a comprehensive merchandising program for the picture, to over 100 foreign distributors and key domestic exhibitors. The conference has been scheduled for Nov. 22 and 23 at the Bronston headquarters in Madrid.

Bronston said, "We look upon 'The Fall of the Roman Empire' as a bellwether in this current time of the independent producer-distributor. It is a picture which demands bold new thinking, both in distribution and merchandising techniques. At this conference, such a package will be presented to our overseas distributors and key U. S. exhibitors. Designed according to modern concepts, the distribution-merchandising package will fuse the efforts of producer, distributors, and exhibitors for the first time, giving 'The Fall of the Roman Empire' the new look in motion picture merchandising and distribution.

Among those who will be in Madrid for the meetings are Paul N. Lazarus, Jr., executive vice-president; Leon Patlach, vice-president; Ralph Wheelwright, vice-president; Harold Roth, vice-president of Bronston Distributions, Inc.; William Schneider, creative advertising consultant; Howard E. Kohn II, world-wide coordinator of advertising and publicity; and advertising publicity representatives Tony Silver and Lars McSorley. Also attending will be Alan Foshko, Foshko Associates, who has been retained by the Bronston organization to handle special events.

## New Miss. CATV System

BILOXI, MISS.—National General Corp., which now operates five community antenna television systems in four states with 30,000 subscribers, is building a fifth system here, said Eugene V. Klein, NGC president.

The Biloxi facility is the first such system to be built from the ground up by National General. Opening of the newest system is set for November, with a formal opening in December.

# The finest carbons ever made...



**NATIONAL**  
TRADE MARK

## PROJECTOR CARBONS



# LONDON Observations

By Jock MacGregor

ONE CAN but be depressed by the appalling ignorance of many about the industry which they profess to serve. Even allowing for the hate of success by those whom it has eluded, so often some recent utterances have been frighteningly misleading. These have been aimed at Rank and Associated British and their expertly run circuits, and many ignore the fact that without them there would be precious few British films. It is all very well to point to the success of individual independent producers, but where would even they have been without the benefit of the circuit booking? Indeed, it is easier to list independent failure, and one might wish that some produced more and talked less.

Following the general snipping at the circuits and demand of the Federation of British Film Makers for the quota to be increased to 50 per cent when they are voluntarily pretty well achieving this figure, the Federation of Film Unions is pressing for a third circuit of equal strength to be formed from the existing two. They ignore that already pictures with circuit bookings can do badly, and that this division can only penalize the successful one as its potential is reduced by a third with subsequent losses in Eady. Others want a third outlet but not at the expense of the existing two. They do not explain how this can be achieved. No one has yet suggested how people can be forced to attend them. Few of the theatres which have been lost, it must be remembered, have gone for purely development purposes.

Grim as the situation regarding the backlog is, it has in certain quarters become over-emphasized, and the reason is not entirely clear. Much of the delay has been caused by the circuits' decision which seems to be unknown to many that they will not show "X-Adults Only" subjects in opposition so that there is always a family program available. In turn, they avoid such pictures during holiday periods. This has caused a buildup as so many independents are possessed with adult themes.

To these must be added pictures which appear to lack the chemistry to be big attractions. There has been no rush to take many for overseas, and one can not blame the circuit bookers for not over-committing themselves so that they can cash in quickly on potential turnups like "VIPs" and "Russia With Love." In turn, there is rarely any great enthusiasm by independent exhibitors to take anything but the circuits' choice when they can get it. Once the criticism was that they were rigid and would not give extended runs. Now that they do, some want only the first week of a film to count for quota. It's obviously no joy running a circuit. One thing certain—the producer now in promoting a subject must not only ask himself if it will make a picture, but also how, when, and where it can be shown. He must think far more seriously about overseas marketing.

**THERE WAS** a wild west welcome at Newcastle as the Queen of the Scots Pullman arrived with the contingent for the opening of Rank's second venture into Cinerama in a week—the Queen's Cinerama. Before I knew it, my bag had been whisked away by an Indian brave, and I was being greeted by John Behr (publicist and not woolly type). After a quick change, we were off in the old covered wagon for the theatre, where Kenneth Winckles was hosting a reception for the civic guests.

The 50-year-old auditorium has been completely gutted and the roof raised 10 feet to make way for yet another perfect Cinerama theatre in which walls, floor, and ceiling all converge to the screen—the second largest in Britain. Where there are not curtains, the walls have been carpeted. The reconstruction has cost more than \$200,000 and seating has been reduced from just about to just below the 1000 mark.

The whole opening was managed expertly by Con Docherty, who looks every inch the showman that he is with his dominating presence. He was obviously extremely well known to the distinguished local audience. This has long been a Rank road show house (currently there are three in the city, the other two are showing "Lawrence" and "55 Days at Peking") and ran "South Pacific" for more than a year, which is pretty marvelous when one realizes that the population is 295,000, and the North West is a depressed area. I suspect "How The West Was Won," which I enjoyed once again, will do even better, judging by advance sales.

I RETURNED to town in time for the royal premiere of "Bye Bye Birdie" in the presence of the Duke of Edinburgh at the Marble Arch Odeon. This was as smoothly efficient and as enjoyable as one has grown to expect such joint Columbia-Rank operations to be. The picture was magnificently received by an audience of stars of sport, society, and show business, though certain press notices had been vitriolic to say the least. Sometimes I wonder whether different versions are shown to the critics. Reactions at prems and press shows often could not be more different. . . . There was a taxi shortage in the West End on Sunday afternoon. They were all in Battersea Park where a "Concours d'elegance de Cab" was held by Associated British Cinemas in connection with the release of Peter Rogers' highly enjoyable "Carry on Cabby." Fortified with hot dogs and coffee, along with Warner Pathe's Macgregor Scott, director Gerald Thomas, David Jones, and their wives and some of the cast, I watched the judging and parade which was well covered by tv and newspaper photographers. . . . Those who profit from off beat movies should take a look at the Warner Pathe release, "The Servant." Not only is this study in a man's disintegration an enthralling picture, but it enhances the reputation of director Joe Losey and star Dirk Bogarde, and furthers the careers of James Fox and Sarah Miles, whom I named in the 1963 Laurel Awards edition. If ever I saw two potential stars. . . . Ronnie Cowan, who is here for a few weeks looking around, held a delightful getting-to-know-you party. There was a goodly assortment of producers and artistes. Walter Shenson, who is still counting the lucre from his "Mouse" pictures, has sealed the scoop of the times by signing "The Beatles," the hottest thing in music here, even outpacing Cliff Richard and Elvis Presley in the hit parade. Wherever they go, police leave has to be stopped! Untitled as yet, the film will be for UA release. Another guest, Mel Frank, told me that the next Panama-Frank production should start rolling in March.

## Delegates Reelect Fine; Discuss Buying Plan

COLUMBUS—The Independent Theatre Owners of Ohio reelected Marshall Fine as president and wound up its three day meet here amid dissension about the proposed national buying authority.

Reluctance of some exhibitors in the ITOO to give the proposed Allied buyer authority to negotiate terms with distribution was voiced in a trade practices session. Milton London maintained that delegating such authority is essential. He said "This will give the buyer the ability to get the best deal."

A delegate held that "no one buys better for his own theatre than himself." Another exhibitor said that the Allied plan might be good for the majority of theatres but not for the remaining minority.

Jack Armstrong called the problem of disorderly release a situation that "is becoming a disease."

Fine said "We'll keep talking about orderly release until we get results." One delegate commented that orderly release was hampered by the high cost of roadshow prints. Fine stated that he plans to set up blanks for checking print conditions, and asked exhibitors to fill them in regularly and send them to Allied's office.

Armstrong told the delegates that talks are progressing with distributors about easing TV prime time film competition, and that he hopes that a greater flow of theatre product will be a result.

Myron Price, Newark, was elected treasurer, succeeding Milton Yassenoff, who declined to run because of business commitments. Joe Rembrandt, Cleveland, and Jack Silverthorne, Cleveland, were named to the board of directors. All other officers and board members were reelected to new terms.

Vale Livengood, distribution director for Films, Inc., advocated reliance on local talks between affected theatre owners and promoters of 16mm showings. Both Marshall Fine, ITO president, and Ken Prickett, executive secretary, took exception to Livengood's proposal, holding that the ITO should handle the matter.

Livengood said that local exhibitors might face repercussions if the matter is handled by a state association. He said 16mm competition was insignificant, accounting for only one per cent of film rentals.

Prickett said that direct competition resulted from the showing of 16mm in other than regular school hours.

Si Seadler, MGM advertising executive, told the delegates that "the image of the theatre in the communities of the nation has suffered tremendously in the past few years." He blamed the effects of adult pictures. He said criticism of the so-called "sick" pictures had generated protest from and alienated the important family trade.

He said that the adults-type picture had been bought by part of the public, but emphasis on them had cost us "the audience that actually built the industry."

He said that Americans did not live in a cafe society, pointing to MGM's successes with the revival of old favorites as proof of the family-oriented public philosophy.



## ALBANY

Cinema Art Theatre is the new name of the American, Troy. Johnny Capano, who has been featuring an art policy for six years, redubbed it. . . . John Brousseau, manager, SW Delaware, art theatre, for 10 years resigned to take a job outside of the industry. He was succeeded by Ted Moises, house manager at the downtown Strand for the past several years. Dick Kelly, former assistant manager, Plaza, Schenectady, recently closed by Fabian Theatres, replaced Moises at the Strand. . . . Airport Inn, Binghamton, recently played a six-feature "Science Fiction vs Western" show with admission \$1.25, children free. . . . Joe Miller, completing his 43rd year in the industry, staged an "Early Bird" show at Menands Drive-In, Albany-Troy road, on a recent Sunday. Show began at 5.30 P.M. . . . Harry A. Burke, commissioner of public safety in Saratoga and former manager of the old Benton Congress at the resort city, defeated his opposition and continued in office. . . . James E. (Jim) Benton, son of the late William E. Benton, founder of the Benton chain in northeastern New York, and mayor of the Spa for two terms, declined to seek that office again. Junior Benton owns Grand Union Motel in Saratoga; operated Strand, Plattsburgh. The Benton family owns several additional theatres leased to other operators.

## ATLANTA

Word comes from Saranac, N. Y., where O. J. Howell, president, Capital City Supply Company, is a patient, that his condition is better. . . . Nancy Card has been added to the staff at the Universal booking department. . . . Tom Jones has taken over the bookings for the Peck, Eatonton, Ga. . . . Leila Hall, Columbia, has resigned and will make her home in New Smyrna Beach, Fla. . . . Pal Amusement Company has closed the Pal, Soperton, Ga. . . . Paul Wilson, 20th-Fox branch manager, is recuperating nicely from an attack in the Georgia Baptist Hospital. . . . James V. Frew, southern division manager, Embassy Pictures, is on a trip to St. Louis. . . . Howard Schuessler, for many years with major exchanges, and later with Lam Amusement Company, Rome, Ga., left for Tallahassee, Fla., where he will make his home with his brother. . . . Martin Theatres' Princess, one of the oldest theatres in the state, was destroyed by fire. . . . D. F. Nesbitt, manager, Liberty, Columbus, Ga., a unit of Martin Theatres, died following a heart attack at his home. . . . Variety Club's auxiliary held a board meeting at the Atlantan Hotel. . . . Bill Andrews, Southern Independent Theatre Booking Agency, has taken over the buying and booking for the DeKalb, Fort Payne, Ala. . . . June Dunn is now secretary to the office manager at Columbia; and Sandra Godwin has moved from the billing department to booker's secretary. . . . Jim Corbett, MGM salesman, has been promoted to assistant manager of the local branch.

## BOSTON

A new theatre company, Esquire Theatres of America, has been formed here with A. R. Daytz, president; Stephen Manasian, treasurer; Philip J. Sceduri, attorney and vice-president; Robert Barsamian, assistant treasurer. The new theatre organization has just purchased the Wamesit Drive-In, Tewksbury, Mass., and the Rt. 44 Drive-In, Providence, R. I. . . . Esquire Theatres now owns the Cinema, Kenmore Square, Boston; Rt. 44 Drive-In, Providence; Wamesit Drive-In, Tewksbury, the new circuit management said, and circuit is now building a twin cinema and a drive-in theatre in Portland, Maine, in



These 'marathon runners' raced around the Baltimore, Md., stadium recently before and after a professional football game to plug Columbia's "The Running Man," Boulevard, Strand, and Uptown, before an estimated 60,000 people.

that city's newest shopping center. . . . The twin cinema is expected to be completed by Dec. 15, the drive-in by May, 1964. A new theatre is being built at Harvard Square, Cambridge, Mass., with plans calling for completion by Jan. 1, 1964. . . . A. R. Daytz Theatres is presently associated with other theatres in addition to the new circuit, and has the Park Square Cinema, Boston, and drive-in theatres. Manasian, Seeduri, and Barsamian are also owners of six important drive-in theatres. . . . The combined circuit, in total, will have 20 drive-in theatres, three new conventional theatres, and one new twin cinema. . . . Ben Sack screened "The Cardinal" at the Saxon for high Catholic dignitaries, city officials, press, and vip's. The film, starting at 8 p.m., was played straight through with no intermission, breaking at 11:05. It opens Dec. 11 at the Saxon with a charity world premiere for the benefit of the Madonna School for Girls, with Richard Cardinal Cushing sponsoring. . . . Nearly half of the film was shot in the greater Boston area. The cast also went to Stamford, Conn., Hollywood, Rome, and Vienna. The film opens in Boston as a reserved seat engagement with an intermission. . . . "Cleopatra" is being moved over from the Music Hall here to the Gary of the Sack chain. It was estimated that more than 750,000 will have seen it before the move-over. "Take Her, She's Mine" follows "Cleopatra" at the Music Hall.

## BUFFALO

Twenty-five year pioneers in the motion picture industry were saluted at a special luncheon in Variety Tent 7 clubrooms. Combining both exhibition and distribution, approximately 75 industryites were feted. Election of the 1964 crew of Tent 7 was slated to take place the same day. A slate of 14 prospective directors is offered, from which 11 nominees were to be selected. Don Lawson, WKBW-TV newscaster, has been welcomed to the ranks of Tent 7. . . . Carl Rindcen, former manager, Shea's Buffalo, is convalescing at his home following a major operation. . . . Charles B. Taylor, ad chief of Paramount Theatres, is in Millard Fillmore Hospital and on the mend. . . . Frank Arena, manager, Shea's Buffalo, went to Providence, R. I., to attend the funeral of his mother. . . . Women's League of Tent 7 completed their nominating slate for 1964 officers and directors. Miss Giannina C. Pappalardo has been nominated for reelection as league president. Other officers renominated are first vice-president, Mrs. Frank B. Quinlivan; second vice-president, Miss Mary E. Pappalardo; corresponding secretary, Mrs. Samuel E. Dine; recording sec-

retary, Miss Ethel H. Tyler; treasurer, Mrs. Carl Borman. Miss Rita D. Inda is the newly-nominated financial secretary. Nominated to the board for three-year terms are Mrs. Elmer O. Schultz, Mrs. Stuart E. Kraft, Miss Rose D. Gorman, Mrs. Willard Hemedinger. Nominated for two-year terms on the board are Mrs. Gordon H. Kahen, Mrs. Herman I. Bleich, Miss Ruth E. Frank, Mrs. H. Herman Messenger. Nominated for one-year terms are Mrs. Sarkas A. Syepkens, Mrs. Herbert I. Cohen, Mrs. Nicholas Fisher, and Mrs. Elizabeth R. Wilcox. . . . In the annual salute of the chief barker to his crew, Nate R. Dickman thanked each member for fine efforts, with special tribute to Tom Fenno, whose leadership won the local Tent the 1963 international membership award; and who played a leading role in lining up a tv station for the 1964 Telethon; and to Tony Kolinski for outstanding work as property master and co-chairman of the entertainment committee.

## CHARLOTTE

W. G. Enloe, city manager at Raleigh, N. C., for North Carolina Theatres and former mayor of Raleigh, has been awarded an honorary life membership in the North Carolina League of Municipalities for "distinguished service to the cause of better government."

## CHICAGO

The Mother's Fan Club for Sig Sakowitz (numbering 2,552) viewed United Artist's "McLintock" at the Carnegie. . . . Mrs. Eve Barber, 67, former director of the La Rabida-Jackson Park Sanitarium (Variety Club's charity) and well known to the amusement trade, has died. . . . Five films made in Evanston, Ill. by students of Northwestern's film, radio, and tv department will be shown at the Evanston Public Library in honor of Evanston's centennial. . . . Evanston, Evanston, Ill., invited patrons to a viewing of an art exhibit by Lucy Fox Stern. The house is managed by Les Stephner. . . . Henry Salkin, 71, died in Michael Reese hospital. He had been a motion picture projectionist for more than 50 years, and for the last 15 years had worked at the Hamilton. . . . Herman Bernstein, 56, co-owner of Chicago's McVickers, died of cancer in New York City. He was a Broadway theatrical executive, president of the New York League of Theatres, general manager of the current production of "Jennie" with Mary Martin, and formerly connected with such shows as "Mister Roberts," "Call Me Madam," "The Sound of Music," and "Mr. President." . . . Theatre tax collection for September was \$33,100, an increase of \$2,000 over August tax collections. . . . Dean Dietrich, theatre designer, died at Illinois Central hospital. . . . Globe, under Teitel Goldberg management, became an art theatre. Management reports this change in policy of booking because of the need in that territory for another art theatre. Teitel Goldberg also operates the World Playhouse and the Town. . . . Pat Brynes, owner, Pal, Lowell, Ind., is dead. His wife, Loretta, will continue management of the theatre. . . . Roland H. Gehl has joined the sales staff of DaLite Screen Co., Wabash, Ind. Gehl and Bob Bickley were in charge of DaLite's exhibit at the Chicago Photo Fair, recently held at McCormick Place. . . . John West has joined the publicity and advertising staff of Balaban and Katz Theaters and will act under direction of Eddie Seguin, department manager. . . . Irv Kupcinet, Chicago Sun-Times columnist, reported, "B and K, which must get clearance from the Department of Justice for any expansion move, is running into opposition to its plan to build a movie house in the Oak-



brook shopping center. Theatre owner Oscar Broyman filed an amicus curae (friend of the court) brief, charging a B and K house would stifle competition." . . . General Drive-In Corp. opened its new Cinema, Mount Prospect, Ill. The new house has been built adjacent to the Randhurst Shopping Center. It has one of the largest screens in this territory, 65 by 28, and will seat 1,200. . . . Evergreen Theatre Corp. has been organized by the Marks-Rosenfield circuit to build a hardtop at the Evergreen Shopping Center. The circuit presently operates the Orchard and three drive-ins in this territory. . . . Kay Drive-In, Sheilbyville, Ill., closed for the winter season. . . . Hope, Elkhart, Ill., will reopen soon under Luther McMurray's management. . . . Balaban and Katz has paid a dividend of \$1 on its common stock, making total dividends paid this year \$2.25.

## CINCINNATI

Charles Behlen, owner, Nicholas, Nicholasville, Ky., is recuperating from surgery in the University of Kentucky, Lexington, Ky. Dudley Bond will operate his house during his convalescence, with Frank Weitzel doing the booking and buying. . . . Oscar Miller, assistant to Allan Warth, manager, Ashland, Lexington, Ky., a Mid-States Theatres' house, died from a heart attack. . . . The State, London, O., a Chakeres' house, played a benefit for a family who had lost all their possessions in a fire. . . . Meyer Adleman, president, States Film Services; Clarence Hill, formerly manager of branch operations for 20th-Fox; and Ross S. Wheeler, sales director, Cinema Distributors of America, were recent Film Row visitors. . . . Annual fall meeting of Chakeres circuit managers was held at home office, Springfield, O., with Michael Chakeres, vice-president and general manager, presiding. . . . T. M. Fisher, manager; Edward Howe and James A. Conn, salesmen, National Theatre Supply Co., attended the I.T.O.O. convention in Columbus. . . . J. M. G. Film Co., which has just completed enlarging its quarters, is now handling 30 Regalscope films formerly distributed by 20th-Fox. . . . Realart Pictures of Cincinnati is currently in first place in the Film Group Pictures sales drive. The company's Indianapolis office is holding down second place in the drive.

## COLUMBUS, O.

Helena Corp. of Philadelphia, new owner of the Hartman legitimate theatre and adjoining office building, is seeking a lessee so that stage attractions may be returned to the 52-year-old theatre. Mr. and Mrs. Nathan Lifson are owners of the Helena Corp. Purchase price was about \$900,000. . . . George Jessel, here for a department store promotion, recalled that he first appeared in Columbus as an act at the old B. F. Keith vaudeville house, which was torn down in the mid-Twenties. . . . Attend-the-Movies Day, Oct. 30, sponsored by the Ohio Federation of Women's Clubs, was such a success that it will be repeated next year, said Ken Prickett, executive secretary, Independent Theatre Owners of Ohio. He said there was a statewide boost of 10 per cent in attendance on the day. . . . Mr. and Mrs. Paul McCambridge, Mansfield, Ohio, purchased the 500,000th ticket to Cinerama at RKO Grand and won an assortment of prizes given by manager Robert Gates. . . . Mrs. Golda May Edmonston, president of City Council, presented a commendation to Ed McGlone at Council meeting for bringing Cinerama to Columbus. . . . Group of Cincinnati investors is rumored ready to announce con-

struction of a drive-in at the new Northland shopping center, now under construction on Morse road. Rumors persist that a hardtop theatre will be built in the Northland area.

## DALLAS

It was estimated that 35,000 persons saw the welcoming parade of James Stewart and Sandre Dee and other celebrities at Abilene, Tex. for the premiere of "Take Her, She's Mine." The turn-out for premiere showing was so large that a second Paramount showing of the film with the stars appearing on stage was scheduled for the nearby Queen as well. There was standing room only at both theatres for the performances. Jonas Rosenfield, vice president of 20th Century-Fox was in attendance at the premiere. . . . Jay Moore has been added to the staff of the General Films Co., according to Bob O'Donnel, head of the local company. . . . The members of the Dallas WOMPI have embarked on a new project of dressing dolls for the Salvation Army as their Christmas project. . . . Tom McKean, retired salesman for Paramount has entered Baylor Hospital in the city for eye surgery. . . . Bill Slaughter, of Rowley United Theatres, and assistant chief barker of the Dallas Variety Tent No 17, has been named chairman of the annual Christmas party and dance to be held on Dec. 18 in the grand ballroom of the Holiday Inn. W. B. Williams of 20th Century-Fox is co-chairman of the event. . . . James Cain, manager of the Esquire, reports that "Irma La Douce" is being held over for a 12th week. . . . The west screen of the Twin Drive In was showing "Peyton Place," "Return of Peyton Place" and "Grapes of Wrath" for \$1.30 a carload. . . . The Stevens, which is one of the local theatres featuring Spanish language films, has booked a Spanish language stage show headlining Jose Alfredo Jimenez. . . . The Metro-Goldwyn-Mayer six world famous musical hits will be shown one each Wednesday at the Vogue and Wilshire with the first shown last week.

## DENVER

Fred Knill, (Gibraltar Enterprises,) has moved his offices to 2145 Broadway. . . . George J. Fisher, M.G.M. Branch manager is in Los Angeles attending a sales meeting. . . . Henry Fredel, salesmanager for Parade Films here, who underwent a major operation recently, is convalescing at home. . . . Judy Ebert, with Paramount Film Distributing Corp., is to be married to Randy Hose, with the Ernie Lewis Trucking Company. . . . Jack Wadel, formerly of Denver, now residing in San Francisco, was in Denver on a business trip for Warner Bros. . . . Marion Goldhurst



These French bluejackets from the destroyer Guepratte recently flocked ashore at Detroit and as they went to the Madison to see Columbia's "In The French Style" helped plug the film for United Detroit Theatres.

of National Screen Service Corp., remains in the hospital following an auto accident two months ago. . . . Joe Nercesian of Nercesian Productions is on a selling trip in the Salt Lake City area. . . . Harry Weiss, district mgr. of RKO Theatres was in. . . . Bill Hastings, manager of the RKO Orpheum here, recently won the Universal Pictures "Adrian Messenger" Contest. . . . Norman Neilsen, manager of the Cooper says "How the West Was Won" is breaking all Denver records.

## DES MOINES

Richard Munn is scheduled to reopen the Orpheum theatre at North English, Ia., after completely renovating the house, closed since Jan. . . . Charles A. Caliguri, Jr., branch manager for Paramount, Des Moines, is the father of a new boy. . . . Joe Jacobs, Columbia exchange manager, is back on the job after being stricken with a virus. . . . National Theatre supply has closed its Des Moines office with Bill Davis transferred to Kansas City.

## DETROIT

Film Row has a considerable sick list, but fortunately the prognoses are all good. Carl Buermele of General Theaters is emerging from Ford Hospital after surgery. Fred Sturges is still in and will remain in the same hospital awaiting surgery. Eddie Murphy, manager of Irving Belinsky's Eastwood is leaving Grace Hospital after a hepatitis bout. . . . Clark Theater Service reports the following items from the Michigan hinterland: The Gem, St. Louis, has rejoined the ranks of its buying and booking customers. . . . In Jonesville, Craig Dudley and Howard Sharp-ley have leased the auditorium in City Hall, refurbished and redecorated it and are calling it the Civic. Art attractions will be beamed at students in the State College in adjoining Hillsdale. Dudley and Sharp-ley also operate a d-i in Hillsdale. . . . The Wexford, Manton, closed for the past six months re-opens Thanksgiving Day. It was acquired from owners Mr. and Mrs. W. L. Thomason by a group of business men, headed by realtor Vernon Foxworthy. Policy, states Clark, will be "general release." . . . Exhibitor Irving Goldberg of Community Theaters addressed the Royal Oak Woman's Club. The subject of his speech: "The Theater Man—Gambler or Idealist?" Special guests were Jack Krass of the Main, Sam Goldstein of the Washington, and Alden W. Smith, executive vice-president of Co-Operative Theaters of Michigan.

## HOUSTON

Houston actor Ken Hudgins recently married Nancy Hunt. Hudgins is a member of the local actors who are appearing in Columbia's forthcoming "The Traveling Lady" now being filmed in the Wharton-Columbus area. . . . Charles Payne, managing director of the Windsor, has instituted an after-the-game late show every Friday and Saturday night beginning at 11:30 p.m. This showing is for the benefit of local football fans who will be able to see their favorite team in action and then see a complete movie following the game. . . . Four movie stars were among the guests at Brownsville, Tex., at the celebration of the 60th anniversary of the independence of Panama held at the Fort Brown Civic Center. Included among the film personalities were Steve McQueen, Cornell Wilde and his wife Jean Wallace, and Lee Remick. McQueen and Miss Remick are in the cast of "The Traveling Lady." . . . Gene Tierney, Hollywood actress now making her home in Houston, is being seen in the current attraction "Toys In The



Attic" now at the Bellaire. . . . Raymond Willie of Dallas, Tex., vice-president and general manager of Interstate Theatres, was the host at a breakfast at the Sheraton-Lincoln Hotel honoring James Stewart and Sandra Dee on the stars' last stop of their Texas tour in behalf of the film "Take Her, She's Mine." The stars appeared on stage of the Metropolitan Friday evening.

## JACKSONVILLE

Two Jacksonville exhibition leaders have been named to important posts in the TOA organization for the coming year. They are E. LaMar Sarra, vice-president and general counsel for Florida State Theatres, who became an assistant to the TOA president, and Horace Denning, district manager of Dixie Drive-In Theatres, who was named to a TOA vice-presidency. . . . Curtis Howard, manager of FST's Beach, Daytona Beach, made his first trip to the local FST home office and was escorted on a theatrical tour by Marty Shearn, manager of the downtown Center. . . . Gus Kavouras, manager of FST's Boulevard, Miami, and Mrs. Kavouras (Anne) were receiving many congratulations over the birth of their first child, daughter Mary Anne, who was born in Miami's Baptist Hospital. . . . Thomas Wood, star of "The Blood Feast," which was filmed on location in Miami, made an unheralded visit to the downtown Imperial to view this horror motion picture for the first time. Wood said he was taking a few hours off from the shooting schedule of a new horror film with a working title of "2,000 Maniacs," which is being produced at St. Cloud, Fla., by David F. Friedman, former Paramount manager in Charlotte, who also produced "Blood Feast." . . . Joel A. Floyd has acquired the Central, Willacoochee, Ga., from the former owner, Mrs. M. B. Loder. . . . Bailey Theatres of Atlanta reopened their Lincoln, Bradenton, Fla. . . . Joe Rogers is the new owner of the Lincoln, Panama City, Fla., which was formerly operated by R. P. Dennis. . . . Charles Mendelson, traveling Warner Bros. auditor from New York, came in to work for several days with Johnny Tomlinson, Warners manager, and his staff. . . . Al Swaboda, local AIP salesman, reported that Hallowe'en pranksters purloined his speed boat which was recovered after a chase down the St. Johns River. . . . Tim Choulot, formerly at the Center, is now assisting Art Castner at the suburban Edgewood. . . . The Motion Picture Charity Club membership, led by president Tom Sawyer, did a wonderful job in providing a total of 250 ticket-takers to work at the annual Jacksonville Agricultural and Industrial Fair, Oct. 23-Nov. 3. The MPCC received a generous assist from WOMPI members in working the ticket booths of the fair's numerous midway rides and shows. A total of 147,621 persons attended the fair during its 11-day run and spent an estimated half-million dollars along the midway.

## MIAMI, FLA.

Wometco Enterprises, Inc., board of directors declared a 20 per cent stock dividend on all class A and class B stock outstanding, to be payable Dec. 23 to stockholders of record as of Dec. 2. The board intends to pay quarterly cash dividends at the annual rate of 56 cents on the class A stock and 20 cents on the class B stock on the total number of shares outstanding after the issuance of the stock dividend. This will amount to an increase of more than 11 per cent in the cash dividend to stockholders. Regular quarterly dividend of 15 cents on the current-

ly outstanding class A stock and five and one-half cents on the outstanding class B stock will be paid Dec. 16 to stockholders of record as of Dec. 2. . . . In conjunction with the opening of "Summer Holiday" at the Carib, Miami, Miracle, 163rd St., and Palm Springs, Wometco and A.I.P. are running a Summer Holiday Teenage Tour Contest over radio station WQAM. Twenty teen-age couples will be selected as winners and will be given a tour of the greater Miami and Miami Beach area, tying in with the current city-wide promotion of "Know Your Community Better." The 20 couples selected will tour the sight-seeing attractions in the area via Gray Line Sightseeing Bus, box lunch provided, concluding with a "Sock Hop" at the Fontainebleau Hotel, where the hotel will host a beach picnic to precede a special showing at the Miami of the film for the group.

## MEMPHIS

Before a large audience of MPTO of Arkansas, Tennessee, and Mississippi members at the 54th annual convention here, the Manager-of-the-Year, Booker-of-the-Year, and Salesman-of-the-Year were named. Bruce K. Young, city manager for United Theatres, Pine Bluff, Ark., presided over the Nov. 12 and 13 sessions of the group. Edward P. Doherty, secretary-treasurer, handled the business end of the Chisca Plaza Hotel gathering. Watson Davis, advertising-promotion director for Malco Theatres, who has won awards for creation of the ghostly character of Sivad, headed a panel of five top showmen from the mid-south to give detailed outlines for promotions of upcoming motion pictures. . . . Drive-in closings in Arkansas include Paris, Paris; 67, Corning; Glenwood, Glenwood; Lepanto, Lepanto; and Elias, Osceola. Charles Bonner states the Community, Pine Bluff, Ark., closed after the playdate of Nov. 3, but that he plans to open the house early in 1964.

## NEW HAVEN

Robert Murzyn, assistant to Mrs. Helen Zaniewski, manager of the Stanley Warner Embassy, New Britain, Conn., for the past year, has been promoted to assistant manager, Strand, Hartford, succeeding Francis Peters, resigned. . . . Norm Levinson, one-time assistant to Lou Cohen, Loew's Palace, Hartford, and now general manager of Dallas-based Trans-Texas Theatres, was in Hartford while vacationing in the east with his wife, Claudia, and their two youngsters. Lou's assistant, Norman Kronick, attended to Mrs. Ruth Colvin's managerial duties at Loew's Poli while Ruth was on vacation. . . . John P. Lowe, Redstone Theatres' Cinema 1, Worcester, Mass., has a new tie-up with nine suburban weekly newspapers for a contest every seven days, at no charge to the first-run deluxe showcase. In the main, guest tickets are provided for winners, and, on occasion, Lowe will give a first-place winner a record album. . . . Turkish producer Murat Somay, in a Hartford interview, remarked that Turkish distributors of American motion pictures have tried, unsuccessfully, for several decades to change one aspect of native receptivity: City audiences like their movies sub-titled, country viewers prefer dubbed prints. He admitted, "It's expensive, certainly, to ship two versions of the same attraction into a country as small as Turkey, but there's a built-in atmosphere that just can't be modernized." . . . Producer-director Stanley Kramer believes it's still too early to ascertain national receptivity for pay-tv. "Right now I'm as baffled as anybody in the industry," he told Allen M. Widem, Hartford Times. "We're watching the RKO General project in Hartford, but until the three-year returns are in, I think it's premature to comment on whether this will work or not." . . . In a rather unique Sunday Early Bird Show gesture, the Perakos Plainville and Southington Drive-Ins offered free coffee and soft drinks to all ticket holders arriving in the concession building before 6 p.m. "Come Early-Go Home Early" is ad-



The Liberty Ticket Corp., situated in the heart of the Broadway theatrical district, has tied in on the reserved seat sale of Otto Preminger's "The Cardinal," a Columbia release, at New York's De Mille Theatre beginning Dec. 12. Featured is the above window display.



vertising motif used by circuit general manager Sperie P. Perakos. . . . Franklin E. Ferguson, lessee of the Shulman Rivoli, Hartford, has assumed advertising responsibility as well as booking supervision for the Shulman Webster, Hartford. . . . Henry H. Cohan, manager, Perakos Beverly, Bridgeport, will receive the Black Rock Civic and Businessmen's Club Merit Citation for 1963 at a Nov. 23 dinner dance in the Fairfield Inn, Fairfield. Long active in Black Rock area civic life, Cohan has annually sponsored twice-a-year free highway safety matinees for children. . . . Attorney Theodore J. diLorenzo, son of the late Connecticut industry pioneer A. J. diLorenzo, has been elected to the Hartford City Council on the Republican ticket.

## NEW ORLEANS

Mrs. Catherine D'Alfonso, Warner exchange cashier department, recently entertained her

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia, Pa. 19130  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200

David E.

## BRODSKY

Associates

THEATRICAL INTERIOR DECORATOR  
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.  
PAINTING • DRAPERIES • MURALS  
STAGE SETTINGS • WALL COVERINGS

## PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.

240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance

mother and her daughter, Mrs. Jean Baxley and her family, at her local home. It was in the nature of a bon voyage for the Baxley's, who have left the states for their new home in France, where Baxley is stationed with the Army Air Force. . . . Gulf States Theatres have taken over operation of the Fox, Houma, La., a unit of Dixie Theatres, for which Gulf formerly did the buying and booking. . . . Mary and Don Kay, Don Kay Enterprises, returned from a trip to Lisbon and Rome. . . . Willard Kaminer has taken over the management and operation of the Fox, Carthage, Miss., from M. A. Connett Theatres. . . . The Eagle Drive-In, Brewton, Ala., closed for the winter. . . . The Broadmoor Art Cinema, Shreveport, La., recently remodeled and re-decorated, reopened. . . . Nellie Farish, United Theatres home office cashier, was feted by fellow staffers on her birthday. . . . Jimmy Johnson reopened the Dubach, La., theatre, the former Gem, renamed the Gym. . . . Peggy Smith, head, Myco Film Exchange, Dallas, was in town calling on buying and booking offices. . . . Evans Sprott closed the Ritz, Monroe, La. . . . Mrs. George Deschamps is back home from the hospital after being confined due to a heart attack. . . . Erwin Bourg shuttered the Rebstock, Golden Meadows, La. . . . Honorary WOMPI Mrs. Josie Ory and her Variety Show troupe staged a performance at St. Margaret's Daughter's Home. A highlight was a celebration of Mrs. Alice Hunt's 100th birthday. She was gifted and presented with a birthday cake by the WOMPI's.

## PHILADELPHIA

The Philadelphia Zionist Organization will honor Sylvan M. Cohen and John B. Kelly, Jr., recipients of the sixth annual P.Z.O. "People To People" award, at a dinner to be held at Temple Adath Isra'el of the Main Line, Merion, Pa., on Dec. 1. . . . Mr. and Mrs. Al Plough, he's manager of the SW Stanton, are celebrating their golden wedding anniversary. . . . Nathan Milgram Services are now handling the buying and booking for the Lansdale, Lansdale, Pa. . . . Joe Engel, of Plains, Berwick and Espey, Pa., was reported in Mercy Hospital, Wilkes-Barre, Pa., with a heart attack. . . . "The Reluctant Saint" was scheduled for Stanley Warner neighborhood theatres Nov. 24, 25, 26 and during the month of December.

## SALT LAKE CITY

George Derrick, recently retired office manager, MGM, died in a local hospital after a prolonged illness. He was 68. . . . The Oak Hills Drive-In is now open week-ends only. . . . Henry M. Smith, former booker for Allied Artists, is now branch manager due to the recent resignation and retirement of Don Tibbs, who was chief here for the past 25 years.



This is the advance lobby display for Embassy's "The Conjugal Bed" at the Fine Arts, Dallas, Texas.

## SAN ANTONIO

The oldest established local theatre supplier is Independent Theatre Supply Co., founded in 1906 by Russell Barron Sr. It is now headed by Russell Barron Jr. The company is considered to be one of the oldest of its type in the United States. . . . Cowboy star Rex Allen will be the featured entertainer at the 1964 San Antonio Stock Show and Rodeo. Allen had appeared in a number of movies for Republic Studios and narrated many Walt Disney movies. . . . Local movie fans saw a different Jimmy Stewart during his appearance at the Majestic at the opening of "Take Her, She's Mine." Stewart took up his accordion and played "The Eyes of Texas" which had the audience standing at the finale of the stage show. . . . Gerald Ashford, amusement editor of the San Antonio Express and Evening News returned from his trip to Hollywood where he attended the premiere showing of "It's a Mad, Mad, Mad, Mad World." . . . The first local showing of "Are You A Common Law Wife" is scheduled at the five local Stanley Warners of Texas drive ins, The Towne Twin, Trail, Kelly, Parkaire and Fredericksburg Road. . . . On Saturday nights the El Capitan, Circle 81 and Fiesta drive ins were offering patrons four features while the Varsity and Lackland Drive Ins were offering three features. . . . Sandra Dee met all editors of the high school newspapers in the San Antonio area last Thursday from 4 to 5 p.m. in a press conference. . . . "Buscando Estrellas" (Search for Stars), an amateur talent show is televised from the stage of the Alameda each Sunday for an hour starting at 6 p.m. It has drawn standing room only audiences to the Alameda since its inception. More than 200 amateurs have registered to appear on the talent show through the month of December. . . . A. J. Valentine of the Baker at Lockhart, Tex., is recuperating from a recent illness but will be unable to return to his theatre duties for some time. . . . The downtown Plaza, at El Paso, operated by the Interstate Theatres, had its third projection machine converted to transistorized sound by James H. Davis, sound engineer with the Modern Sales and Service, Dallas, Tex.

Jay Locke, manager of the Corrigan, Amarillo, Tex., is presenting a gift pass to all students making the honor roll each quarter. . . . The Trail Drive-In, operated by Paul Hogervorst and Daniel Krieger, El Paso, Tex., is being closed on Mondays and Tuesdays during the winter season. . . . Richard and James Widener, developers of a 17 acre tract, plan to include a theatre in the project to be known as Sowers Corner.

## Embassy—Europa Deal Set

NEW YORK—Joseph E. Levine's Embassy Pictures has concluded negotiations for the distribution of 10 of its major motion pictures in Germany and Austria through Europa Films of Germany, it was announced by Leonard Lightstone, Embassy executive vice-president.

The 10 films include four Levine-Carlo Ponti co-productions: "A Ghost At Noon," "The Empty Canvas," "Yesterday, Today, and Tomorrow," and "Casanova."

Also "The Conjugal Bed," "Long Day's Journey Into Night," "Bluebeard," "Strangers In The City," "Light Fantastic," and "A Face In The Rain."



# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which  
Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICE** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



**SECTION TWO**  
Vol. 70, No. 20 **NOVEMBER 20, 1963**

## ALLIED ARTISTS

### Soldier in the Rain

COMEDY-DRAMA  
88M

Allied Artists

**ESTIMATE:** Unusual comedy drama has names to help.

**CAST:** Jackie Gleason, Steve McQueen, Tuesday Weld, Tony Bill, Tom Poston, Chis Noel, Ed Nelson, Lew Gallo, Rockne Tarkington, Lewis Charles, Sam Flint, Paul Hartman, Adam West, John Hubbard. Produced by Martin Jurow; directed by Ralph Nelson; a Blake Edwards Production.

**STORY:** In a southern army camp, supply sergeant Steve McQueen looks forward to the day when he is being discharged from the army, and he hopes that master Sergeant Jackie Gleason will also be leaving at the same time so that they can go into business together and make a fortune on all kinds of schemes. McQueen is under voluntary surveillance by military policeman Ed Nelson and Lew Gallo, who don't like McQueen or Gleason. McQueen takes delight in trying to outwit them. Gleason informs McQueen that he is actually afraid to venture out in the civilian world, and he expects to stay with the army until retirement. In town on a pass with private Tony Bill, who claims he can run a record mile, they decide to time him after a few drinks and are hit by another car containing Tuesday Weld, a high school senior, and Gallo. The latter, at the police station, claims McQueen backed into him and then that Weld was driving, both of which alibis are disproven by Gleason, who arrives to get his buddy out of a jam. Later, McQueen sets up a date between Gleason and Weld, but the latter dislikes him until he puts Gallo in his place when he starts berating her for not keeping a date. They become friends after this. Gallo and Nelson catch McQueen alone in a saloon and try to beat him up. Again, Gleason arrives to lend a hand, and they take care of the would-be attackers, but Gleason doesn't feel well after the exertion. The next day during an inspection tour by officers of the area, McQueen is given the news that Gleason has been taken to the hospital, and he bolts to see his friend. Gleason refuses to talk about his illness, referring to the future in glowing terms. A saddened McQueen leaves knowing that it's only a matter of time. After re-enlisting, he watches later as Gleason's office is emptied missing his buddy to the point of tears.

**X-RAY:** Take a number of amusing bits and pieces; add some moments of whimsy; throw in a few dramatic touches; surround this combination with an army base with its own peculiarities and fetishes, and you've got "Soldier in the Rain," story of a pair of sergeants on a peacetime post, who are fast friends until death does them part. It is certainly off-beat in that the mood and tempo are continually shifting from slow to fast to slow again as if its maker is uncertain as to what kind of film this should be. The cast is fine, and no one can quarrel with the ef-

ficiency of the direction or production. Theatremen seeking commercial guidance should see the entry for themselves and decide whether this be fish or fowl or whatever. They should also determine the drawing power of Jackie Gleason, Steve McQueen, and Tuesday Weld in their area and act accordingly. The screenplay is by Maurice Richman and Blake Edwards, based on the novel by William Goldman.

**TIP ON BIDDING:** Better program rates, depending on individual situation.

**AD LINES:** "One Of The Truly Unusual Entertainments Of The Year"; "When They Put Sergeants Jackie Gleason And Steve McQueen On The Same Army Post—Look Out."

## PARAMOUNT

### Fun in Acapulco

MUSICAL  
100M

Paramount  
(Technicolor)

**ESTIMATE:** Elvis Presley sings again.

**CAST:** Elvis Presley, Ursula Andress, Elsa Cardenas, Paul Lukas, Larry Domasin, Alejandro Rey, Robert Carricart, Teri Hope, Charles Evans, Alberto Morin, Francisco Ortega. Produced by Hal Wallis; associate producer, Paul Nathan., directed by Richard Thorpe.

**STORY:** Elvis Presley is a sailor on a motor launch that arrives in Acapulco harbor, and young Teri Hope, daughter of the owner, makes a play for him, which he ignores figuring she is just a child. That night, she shows up in a bar where Presley has gone, and when her father finds her there, she blames Presley. He is fired. He meets lovely, young female bullfighter Elsa Cardenas and young shoe shine boy Larry Domasin, who offers to get him work singing if he can be his manager. The lad persuades a hotel owner to let him fill in as lifeguard and singer at night when the headliner is absent or ill. Another life guard Alejandro Rey, who besides being a champion diver, also dives nightly from the nearby cliffs of La Quebrada. Rey has a crush on Ursula Andress, the hotel's assistant social director and daughter of head chef Paul Lukas. She also interests Presley and she likes him. It develops that Presley was once part of a circus act, missed a catch, and a man tumbled to his death. Ever since, Presley has had a fear of heights. He is a hit as a singer, and Cardenas and Andress vie for his attention while Domasin gets other club owners and hotel managers interested in Presley's singing. Presley and Rey get into a fight, and the latter is injured so that he can't dive from the cliffs as a prominent visitor is due to arrive. Presley decides to perform the dive among the rocks, and he does very well, conquering both the crowd, Andress, and his fears. He and Andress plan on going to Florida where a circus job awaits, and they take Domasin along.

**X-RAY:** Elvis Presley is a wonderful performer, playing the role of a sailor, aerialist, singer, dancer, lifeguard, and lover with ease. He doesn't have to rehearse his lyrics, and

the music players are attuned to his wave length perfectly, but it's all in fun. There's romance, bits of comedy, attractive back-grounds of Acapulco, average performances, okay direction, and good production values.

**TIP ON BIDDING:** Presley program rates.

**AD LINES:** "Elvis Presley And Acapulco, Too—It's Just Too, Too, Much"; "Have Some Fun With Elvis Presley And A Cast of Cute Characters South Of The Border."

## UNITED ARTISTS

### It's A Mad, Mad, Mad, Mad World

COMEDY  
194M. exclusive  
of intermission

United Artists

(Kramer)

(Cinerama)

(Ultra-Panavision)

(Technicolor)

**ESTIMATE:** High rating entertainment.

**CAST:** Spencer Tracy, Milton Berle, Sid Caesar, Buddy Hackett, Ethel Merman, Mickey Rooney, Dick Shawn, Phil Silvers, Terry-Thomas, Jonathan Winters, Edie Adams, Dorothy Provine, Eddie "Rochester" Anderson, Jim Backus, Ben Blue, Alan Carney, Barrie Chase, William Demarest, Peter Falk, Paul Ford, Leo Gorcey, Edward Everett Horton, Buster Keaton, Don Knotts, Carl Reiner, The Three Stooges, Joe E. Brown, Andy Devine, Sterling Holloway, Marvin Kaplan, Charles Lane, Charles McGraw, Zasu Pitts, Madlyn Rhue, Arnold Stang, Jesse White, Lloyd Corrigan, Selma Diamond, Stan Freberg, Louise Glen, Ben Lessy, Bobo Lewis, Mike Mazurki, Nick Stewart, Sammee Tong, Norman Fell, Nicholas Georgiade, Jimmy Durante. Produced and directed by Stanley Kramer.

**STORY:** A number of cars on a mountain road are recklessly by-passed by a speeding auto which goes out of control and crashes on the side of a mountain. The by-passed drivers make their way to the wrecked vehicle to find driver Jimmy Durante dying, and he tells them that they can find a fortune buried in a park in Santa Rosita. Following detectives arrive but get little information and certainly not his dying declaration. Later, the drivers meet to discuss a course of action while the detectives radio Santa Rosita chief of detectives Spencer Tracy. He orders the drivers placed under observation with other police departments cooperating. Milton Berle, henpecked president of an edible seaweed company and husband of Dorothy Provine, and his loud mother-in-law, Ethel Merman, are in one car. Dentist Sid Caesar and wife Edie Adams are in another. Gag writers Mickey Rooney and Buddy Hackett are in a third car. Another witness is Jonathan Winters, driving a truck. When they can't agree on a method of splitting the money, the race is on. Caesar and Adams hire a World War I plane piloted by Ben

(Continued on page 5111)



## FOREIGN and SPECIALTY PICTURE SOURCES

A semi-annual service, to those theatremen who wish to locate distribution outlets and sources of supply, for imported and off-beat features and shorts, that may prove attractive to particular cultural levels or nationality groups. Every effort will be made to re-edit and re-check all data in the following lists, each time used. As many are fringe enterprises, not too closely identified with the domestic motion picture industry, however, MOTION PICTURE EXHIBITOR cannot accept responsibility for accuracy or completeness.

The name and address of the company itself, the name of at least one executive to whom inquiries can be directed, and a rough idea of the number and type of product available in as follows:—

**ACADEMY PRODUCTIONS, INC.** Exec: Ursula Lewis—1501 Broadway, New York 36, N. Y. (11 features—mainly of French, German and Spanish origin)

**WILLIAM J. AHERN, Owner**—3 Hutton St., Troy, N. Y. (Religious & silent features, shorts, varied foreign origin)

**AJAY FILM CO.** Exec: Arnold Jacobs—200 Park Ave., New York 17, N. Y. (numerous features, varied origin)

**AMERICAN NEWSREEL** Exec: E. M. Gluckman, Pres.—Box 831 Grand Central Station—New York, N. Y. (4 features, mainly all-negro casts, origin USA)

**GEORGE K. ARTHUR—GO PICTURES, INC.** Exec: George Brest, Pres.—37 W. 57 St.—New York, N. Y. (6 features, English, French and Dutch origin, 120 foreign short subjects)

**ARTKINO PICTURES, INC.** Exec: Mrs. Rosa Madell, Pres.—723 Seventh Avenue—New York 19, N. Y. (110 features, short subjects, documentaries—all of U.S.S.R. origin)

**ATLANTIC PICTURES CORP.** Exec: George Roth—37 W. 57 St., New York 19, N. Y.

**ATLANTIS FILMS, INC.** George Morris, President—117 1st Ave., New York 3, N. Y. (8 features—varied foreign origins)

**AUDUBON FILMS**, 1600 Broadway, New York, N. Y. (Exploitation films, French origin)

**AUSTRALIAN NEWS AND INFORMATION BUREAU** Exec: Mel Pratt — Frank Long, Film Officer—636 Fifth Avenue, New York 20, N. Y. (Numerous short subjects on life, travel and scenic features of Australia)

**AZTECA FILMS, INC.** Exec: Juan Bueno, Pres.—1743 S. Vermont Ave., Los Angeles 6, Calif. (100 features—Mexican origin)

**SAM BAKER ASSOCIATES**—1501 Broadway, New York 36, N. Y. (16 features—German origin)

**B. C. G. FILMS** Exec: Nat Gassman—405 Lexington Ave., New York 17, N. Y. (6 features, U. S. & foreign origin)

**BALSAM, JEROME FILMS, INC.** Exec: Jerome Balsam, Pres. — 1501 Broadway, New York 36, N. Y. (2 features—English and French origin)

**BEAVER-CHAMPION ATTRACTIONS, INC.** Exec: James A. Mulvey, Pres., N. A. Taylor, David Griesdorf, V.P.'s, Harry S. Mandell, Treas., Stephen W. Mulvey, Secy.—1270 Ave. of Americas, New York 20, N. Y. (3 features—varied origin)

**BECKMAN FILM CORP.** Exec: Alexander Beck, Pres.; Edmund Goldman, Vice Pres.—9145 Sunset Blvd., Hollywood 69, Calif. Also U. S. Franchise distributors. (4 features—U. S. origin)

**BRANDON FILMS, INC.** Exec: Thomas J. Brandon—200 West 57th Street, New York 19, N. Y. (40 foreign features—mainly French, several Japanese, some silent)

**BRENNER, JOSEPH ASSOCIATES** Exec: Joseph Brenner—251 West 42nd Street, New York, N. Y. (24 features—varied foreign origins)

**BURSTYN, JOSEPH, INC.** Exec: Fae R. Miske, Pres.—1674 Broadway, New York 19, N. Y. (17 features—varied foreign origins, plus 7 short subjects)

**CARI RELEASING CORP.**—15 Central Park West, New York, N. Y. (Several features)

**CAMEO INTERNATIONAL PICTURES** Exec: Wm. Sheldon, Pres.—701-7th Ave., New York 19, N. Y. (varied features)

**CARILLON PICTURES** Exec: Irving Lesser, Gen. Mgr.; Leo Abrams, Sales Mgr.—527 Madison Ave., New York 22, N. Y. (6 features—action and documentary, 6 shorts)

**CASINO FILMS, Inc.** Exec: Munio Podhorzer, Pres.; Nathan Podhorzer, Vice Pres.; Ilse Weingarten, Treas.—1546 Broadway, New York 36, N. Y. (40 features mainly of German and Austrian origin with English subtitles. Numerous short subjects)

**CASOLARO GIGLIO FILM DISTR. CORP.** Exec: Salvatore Casolaro, Gen. Mgr.—277 Canal St., New York 13, N. Y. (Over 300 Italian features, with and without English subtitles)

**CAVALCADE PICTURES, INC.** Exec: Harvey Pergament—959 No. Fairfax Ave., Hollywood 46, Calif. (30 features, featurettes, shorts, varied foreign origin)

**CINEMA CORPORATION OF AMERICA** Exec: Alan F. Martin, V.P.—55 Valhalla Way, Wayne, N. J. (1 religious feature)

Authentic "Life of Christ". 36 years of continuing active world demand.

**CECIL B. DEMILLE'S**

**KING OF KINGS**

Beautiful Score

No Dialogue

All inquiries—35mm/16mm—Producer Cinema Corp. of America—see listing

**COLORAMA PICTURES** Exec: Leo F. Samuels, V.P. Sales—16 W. 46 St., New York 36, N. Y. (4 features—Italian and Spanish origin)

**CONTEMPORARY FILMS, INC.** Exec: James W. Britton, Pres.; Leo R. Dratfield, Dir. of Distr.—267 West 25th Street, New York 1, N. Y. (3 features—French and Japanese origin)

**CONTINENTAL DISTRIBUTING, INC.** Exec: Walter Reade, Jr., Ch. of Bd.; Irving Wormser, Pres.; 1776 Broadway, New York 19, N. Y. (81 features—English and European origins—11 shorts)

**CROWN INTERNATIONAL PICTURES** Exec: Newton P. Jacobs, Pres.—1918 S. Vermont Ave., Los Angeles 7, Calif. (6 exploitation features)

**D&F DISTRIBUTION CORP.**—1270 6th Ave., New York 20, N. Y. (1 feature—German origin)

**DAVIS-ROYAL**—130 E. 58 St., New York 22, N. Y.

**DIAMOND FILMS, LTD. INC.,** Exec: A. Casrell, Dir. 11 W. 42 St., New York 36, N. Y. (60 selected subjects, Spanish)

**DOGU TRADING COMPANY** Exec: M. S. Dogu—162 Water Street, New York 38, N. Y. (1 feature, Turkish origin)

**ELLIS FILMS, INC.** Exec: Jack Ellis, Pres.—1501 Broadway, New York 36, N. Y. (15 features—French and Italian origin)

**ENTERPRISES COMBINED, INC.** Exec: Aslam Khan—565 5th Ave., New York 17, N. Y. (Several films, from India)

**EUREKA PRODUCTIONS, INC.** Exec: Samuel Cummins, Gen. Mgr.—153 Neptune Ave., New Rochelle, N. Y. (6 features—French and other origin)

**EXCELSIOR PICTURES CORP.** Exec: Walter Bibo, Pres.—1564 Broadway, New York 36, N. Y. (4 features—miscellaneous origin)

**EXCLUSIVE INTERNATIONAL FILMS**—1776 Broadway, New York 19, N. Y. (21 features—U. S. & foreign origin)

**FANFARE FILMS** Exec: Jos. Solomon—1239 Vine St., Philadelphia, Penna.

**FAIRVIEW FILMS, INC.** Exec: S. S. Isquith—26 Broadway, Suite 765, New York 4, N. Y. (U. S. & English films)

**FILM REPRESENTATIONS, INC.**—251 West 42 Street, New York 36, N. Y. (8 features—English, French & Italian origin)

**FILMS AROUND THE WORLD, INC.** Exec: Irvin Shapiro—745 Fifth Avenue, New York 22, N. Y. (numerous features—European origin)

For Teachers of  
SOCIAL STUDIES,  
GEOGRAPHY,  
SCIENCES, HISTORY  
and others

**FILMS FROM AUSTRALIA**

**FOR RENTAL OR PURCHASE**

A wide choice of sound films in color and black & white, about the fascinating land "Down Under." Free illustrated catalog  
**AUSTRALIAN NEWS & INFORMATION BUREAU**  
636 Fifth Avenue • New York 20, N. Y.  
Illustrated pamphlets and brochures also available

U.S. 35mm distribution by  
**LESTER A. SCHOENFELD FILMS**  
247 W. 42 St., New York 36, N. Y.



**FILMVIDEO RELEASING CORP.** Exec: Maurice H. Zouary—333 W. 52nd St., New York 19, N. Y. (Documentary films for theatrical and television)

**FINE ARTS FILMS, INC.** Exec: Arthur M. Epstein, Pres.; Rita C. Eagle, Sec.-Treas.—1501 Broadway, New York 36, N. Y. (10 features—varied foreign origin)

**FOUR CROWN PRODUCTIONS**—7165 Sunset Blvd., Hollywood 46, Calif.

**FRENCH FILM OFFICE**—654 Madison Ave., New York, N. Y. (French films)

**GOTHAM RELEASING CORP.** Exec: Sam Lake, Pres.—630 Ninth Ave., New York 36, N. Y. (10 features—varied foreign origin)

**GOVERNOR FILMS** Exec: Dave Emanuel—509 Madison Ave., New York, N. Y. (numerous features, various foreign origin)

**GRAND PRIZE FILMS INC.** Exec: Sidney Kaufman, Pres.; George Hirschfeld, Sec.—565 Fifth Ave., New York 17, N. Y. (36 features—varied foreign origin)

**GREEK MOTION PICTURES, INC.**—358 W. 44 St., New York 36, N. Y. (21 features, Greek origin—1 English)

**GRESHLER, ABNER J. PRODUCTIONS, INC.** Exec: Abner J. Greshler, Pres.; Fred Harris, N. Y. Exec:—1270 Ave. of Americas, New York 20, N. Y. (5 features—English origin)

**HARRISON PICTURES CORP.** Pres. Edward Harrison—1501 Broadway, New York 36, N. Y. (14 features—varied foreign origin—8 U. S. shorts)

**HOFFBERG PRODUCTS, INC.**—362 West 44 Street, New York 18, N. Y. (34 features—150 shorts, varied foreign origin)

**IKAY BEAUTIFUL FILMS, INC** Exec: Irving Klaw, Pres. P. Kramer, Secy. 212 E. 14 St. New York, N. Y. 10003. (4 exploitation films)

**INTER CONTINENT RELEASING ORGANIZATION**—1456 Bronson Ave., Hollywood 28, Calif.

**INTERNATIONAL FILM ASSOCIATES CORP.** Exec: B. B. Kreisler, Pres.; Edw. Kreisler, VP—550 Fifth Avenue, New York 36, N. Y. (5 features and 16 shorts—varied foreign origin)

**INTERPROGRESS TRADING CORP.** Exec: Jovan Petrovic—501 5th Ave., New York 17, N. Y. Rep. of Yugoslavia Film, Belgrade (Numerous features and shorts, Yugoslavian origin)

**INTERWORLD FILM DIST. INC.** Exec: Nicholas J. Papadacos, Pres.; Maurice Kesten, V.P. Foreign Sales—1776 Broadway, New York, N. Y. (2 features—French origin)

**JANUS FILMS, INC.** Exec: Bryant Haliday, Pres.; Ira Michaels, V.P.; Cyrus I. Harvey, Jr., Treas.—The Wellington, 55 St. & 7th Ave., New York 19, N. Y. (45 features—varied foreign origin)

**JEWEL PRODUCTIONS, INC.** Exec: Samuel Cummins, Gen. Mgr.—153 Neptune Ave., New Rochelle, N. Y. (10 features—varied foreign origin)

**KAY-EM FILM CO.** Exec: M. B. Kesten, 1776 Broadway, New York 19, N. Y.

**SAM LAKE ENTERPRISES, INC.**—630 9th Ave., New York 36, N. Y. (35 features—varied foreign origin)

**LOPERT PICTURES CORP.** Exec: Ilya Lopert, Pres.; Leon Brandt, Gen. Sls. Mgr.—729 7th Ave., New York, N. Y. (foreign films varied origin)

**LUX FILMS** Exec: Bernard Jacon — 1501 Broadway, N. Y.

**MAC DONALD PICTURES** Exec: B. R. Schrift, Pres.; Daniel McDonald, Treas.—200 West 57th St., New York 19, N. Y. (7 features—varied foreign origin)

**MACO FILM CORP.**—37 W. 57 St., New York, N. Y.

**MANHATTAN FILMS INTERNATIONAL, INC.** Exec: Robert I. Kronenberg, Pres.—1920 S. Vermont Ave., Los Angeles 7, Calif. (110 foreign and exploitation films)

**MANSON DISTRIBUTING CORP.** Exec: Edmund Goldman, Pres.; Michael Goldman, V.P.—9415 Sunset Blvd., Hollywood 69, Calif. (9 exploitation features). Also franchise holders throughout U. S.

**McLENDON CORP.** Exec: Gordon McLendon, Pres.; Mitchell I. Lewis, Dir. Adv.—2008 Jackson St., Dallas, Texas

**MEADOW, NOEL** Exec: Noel Meadow, Owner—229 West 42nd Street, New York 36, N. Y. (5 features—varied foreign origin, also 4 short subjects)

**MEDALLION PICTURES** B. R. Schrift, Pres.; Daniel McDonald, Treas.—200 West 57 St., New York, N. Y. (86 features, foreign and U. S. origin)

**MEL O'DEE FILM PRODUCTIONS** Exec: Ray Lewis, George Weiss—333 W. 52 St., New York 19, N. Y. (American exploitation and road show films)

**MISHKIN, WILLIAM** Exec: William Mishkin, Owner—1564 Broadway, New York 36, N. Y. (24 exploitation features, some American, some French)

**MOTION PICTURE DISTRIBUTORS, INC.** Exec: Irving M. Lesser, Pres.—527 Madison Ave., New York 22, N. Y. (4 features, 14 shorts—varied foreign origin)

**M.Y. FILM CO. INC.** Exec: Emanuel Youngerman, Pres. Jerome Balsam, Gen. Mgr. 165 W. 46 St., New York 36, N. Y. (10 features)

**PACEMAKER PICTURES, INC.**—1790 Broadway, New York 19, N. Y. (4 features—English and French origin)

**PARADE RELEASING ORGANIZATION** Exec: Robert Patrick, Gen. Sls. Mgr.—932 N. LaBrea Ave., Hollywood Blvd., Hollywood 38, Calif. (7 features, varied origin)

**PARALLEL—49 INC.** Exec: George Borden, Pres.; Gordon Armstrong, Office Mgr.—Sea Vue Bldg., Blaine, Wash.

**BARNEY PITKIN ASSOCIATES, INC.** Exec: Barney Pitkin, 11 W. 42 St., New York 36, N. Y. (5 features, 1 short, U. S. & foreign)

**PREMIER PICTURES CO.** Exec: Sam Lake, Pres.—630 Ninth Ave., New York 36, N. Y. (5 features—varied foreign origin)

**PRESIDENT FILMS, INC.** Exec: Joseph Green, Pres.—37 W. 57 St., New York, N. Y. (16 features—varied foreign origin and Yiddish)

**PAN-WORLD FILM EXC.** Exec: George Waldman—630 9th Ave., New York, N. Y. (Various features, foreign and domestic)

**SCHOENFELD, LESTER A., FILMS** Exec: Lester A. Schoenfeld, Owner; Hannah Schwartz, Booker—247 W. 42 St., New York 36, N. Y. (500 short subjects—varied foreign origin)

**SCREEN ARTS SALES COMPANY**—723 Seventh Avenue, New York 19, N. Y. (3 features—Italian and Spanish origin)

**SENECA INTERNATIONAL, INC.** Exec: Benjamin D. Gladstone, Gen. Sls. Mgr.—21 W. 46 St., New York 36, N. Y. (Various features—Japanese origin)

**SEVEN ARTS ASSOCIATED CORP.** Exec: Arnold Jacobs, Gen. Sls. Mgr.—200 Park Ave., New York 17, N. Y. (numerous features, varied origin)

**SHOCHIKU FILMS OF AMERICA** Exec: Mitsugu Mizuno—2320 S. Hill St., Los Angeles, Calif. N. Y. office: 551 5th Ave., New York 17, N. Y. Exec: Samuel Isikawa (Numerous features, Japanese origin)

**SHOWCORPORATION OF AMERICA** Exec: C. R. Manby, Pres.; Fred Schneier, V.P.—45 Rockefeller Plaza, New York 20, N. Y. (50 features—British, French, Irish and German origin)

**SONNEY AMUSEMENT ENTER., INC.** Exec: Dan Sonney, Pres.; Edward Sonney, V.P.—1664 Cordova St., Los Angeles 7, Calif. (Exploitation features and foreign films)

**TIMES FILM CORP.** Exec: Jean Goldwurm, Pres.; Irving Sochin, Sales Dir.; Felix Bilgrey, Secy. & Counsel.—144 West 57th St., New York 19, N. Y. (19 features—varied foreign origin)

**TOEI PICTURE COMPANY, LTD.** U. S. Representatives Exec: Hiroshi Ikuina—165 W. 46 St., New York 36, N. Y. (Numerous features—Japanese origin)

**TOHO INTERNATIONAL, INC.** Exec: Yukio Kaise, Gen. Mgr.; Tetsu Aoyagi, Asst. Mgr.—1501 Broadway, New York 36, N. Y.—West Coast Office: Sekido Shinichiro, Mgr.—369 E. First St., Los Angeles 12, Calif. (52 features—Japanese origin)

**TOPAZ FILM CORP.** Exec: Paul Schreiber, Pres.; Edmund Goldman, V.P.—9145 Sunset Blvd., Hollywood 69, Calif. Also U. S. franchise distributors (5 features—U. S. & foreign origin)

**TRANS-LUX DISTRIBUTING CORPORATION** Exec: Richard P. Brandt, Pres.; Ed. R. Svigals, V.P.—625 Madison Avenue, New York 22, N. Y. (25 features—varied foreign origin)

**ULTRA PICTURES CORP.** Exec: Budd Rogers, Pres.—1270 Ave. of Americas, New York, N. Y.

**UNION FILM DISTRIBUTORS, INC.** Exec: Peter P. Horner, Pres.; Phil Levine, V.P.—37 West 57th St., New York 19, N. Y.

**UNITED MOTION PICTURE ORGANIZATION, INC.**—130 E. 58 St., New York 22, N. Y. (17 features—French, Italian, Spanish)

**UPA PICTURES INC.** Exec: Henry G. Saperstein, Pres.; Hal Elias, V.P. & Studio Mgr.—4440 Lakeside Dr., Burbank, Calif.; 527 Madison Ave., New York, N. Y. (animated cartoons and live action films, theatrical, commercial, industrial and television)

**VALIANT FILM CORP.** Exec: Bernard Jacon, Sls. Dir.—1501 Broadway, New York 36, N. Y. (34 features—varied foreign origin)

**WESTFIELD PRODUCTIONS** Exec: Alexander Westfield, Pres. & Sales Mgr.; Doris Wishman, V.P. Production; Cy Eichman, Sec'y.-Treas., Director Adv.—1501 Broadway, New York, N. Y.

**ZENITH INTERNATIONAL FILM CORP.** Exec: D. Frankel, Pres.—1501 Broadway, New York 36, N. Y. (4 features—3 French—1 German)

### It's A Mad, Mad, Mad, Mad World

(Continued from page 5109)

Blue, which is not only slower than most cars but is also falling apart. Berle's car and Winters' truck are in an accident, with the Berle contingent given a lift by Britisher Terry-Thomas, who is let in on the race.

Winters gets a lift from fast-talking salesman Phil Silvers, who after learning the secret, dumps him. Winters manages to get transportation one way or another. Rooney and Hackett persuade wealthy sportsman Jim Backus to give them a lift in his plane after sobering him up, but in the air, Backus is knocked unconscious after going to make

some drinks, and they are on their own, landing safely after some chilling moments. Caesar and Adams do arrive first but are trapped in the basement of a hardware store while looking for digging utensils. The store is almost demolished in their efforts to escape. Meanwhile, Tracy, badgered by a nag

(Continued on page 5112)



## ALPHABETICAL GUIDE TO 76 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

<b>A</b>	
All The Way Home—103m.—Para. ....	5095
Any Number Can Win—111m.—MGM .....	5102
<b>B</b>	
Beauty And The Beast—77m.—UA .....	5095
Bell, Bare and Beautiful—64m.—Misc. ....	5106
<b>C</b>	
Captain Newman, M.D.—126m.—U .....	5103
Cardinal, The—175m.—Col. ....	5101
Castillian, The—103m.—WB .....	5099
Charade—114m.—U. ....	5095
Chushingura—105m.—For. ....	5106
Clown And The Kid, The—66m.—UA. ....	5091
Condemned Of Altona, The—114m.—Fox .....	5090
Conjugal Bed, The—90m.—Emb. ....	5094
Court Martial—82m.—UA .....	5098
Creation Of The Humanoids, The—75m.—Misc. ....	5099
Cry Of Battle—99m.—UA .....	5097
<b>D</b>	
Daughter Of The Sun God—75m.—Misc. ....	5103
<b>F</b>	
Fantasia—117m.—BV—RE. ....	5097
Farewell To Arms, A—Re.—123m.—Fox .....	5090
French Game, The—86m.—For. ....	5103
Fun In Acapulco—100m.—Par. ....	5109
<b>G</b>	
Gone Are the Days—97m.—Misc. ....	5106
Gun Hawk, The—92m.—AA .....	5097
<b>H</b>	
Haunted Palace, The—85m.—A-1 .....	5089
Heavenly Bodies—60m.—Misc. ....	5092
Hootenanny Hoot—91m.—MGM .....	5089
Hot Money Girl—81m.—For. ....	5103
Householder, The—100m.—For. ....	5103

<b>I</b>	
Incredible Journey—80m.—BV .....	5101
In The French Style—105m.—Col. ....	5093
It's A Mad, Mad, Mad, Mad World—194m.—UA—Cinerama .....	5109
<b>J</b>	
Johnny Cool—101m.—UA .....	5091
Julle, The Redhead—100m.—For. ....	5106
<b>L</b>	
La Poupee—90m.—For .....	5096
Lord Of The Flies—90m.—For .....	5092
<b>M</b>	
Maniac—86m.—Col. ....	5101
Mary, Mary—126m.—WB .....	5091
Mc Lintock—127m.—UA .....	5112
My Life To Live—85m.—For .....	5100
Mill Of The Stone Women—94.—For. ....	5104
Monstrosity—67m.—Misc. ....	5099
Muriel—115m.—For. ....	5106
My Son, The Hero—111m.—UA .....	5095
<b>N</b>	
New Kind Of Love, A—110m. Par. ....	5099
<b>O</b>	
Of Love And Desire—97m.—Fox .....	5090
Old Dark House, The—86m.—Col. ....	5102
<b>P</b>	
Pair of Briefs, A—90m.—For. ....	5106
Palm Springs Weekend—100m.—WB .....	5105
Promises! Promises!—75m.—Misc. ....	5096
<b>R</b>	
Reach For Glory—89m.—Col. ....	5093
Resurrection—148m.—For. ....	5107
Running Man, The—103m.—Col. ....	5094

<b>S</b>	
Siege Of The Saxons—85m.—Col. ....	5089
Small World Of Sammy Lee, The—105m.—For .....	5092
Soldier In The Rain—88m.—AA .....	5109
Sound of Trumpets, The—90m.—For. ....	5107
Square Of Violence—96m.—MGM .....	5098
Steppe, The—100m.—For. ....	5107
Stolen Hours—100m.—UA .....	5098
Sultor, The—83m.—For. ....	5107
Summer Holiday—100m.—A-1 .....	5105
Sword In The Stone, The—75m.—BV .....	5097
<b>T</b>	
Take Her, She's Mine—98m.—Fox .....	5102
Terror, The—81m.—A-1 .....	5093
Third Of A Man—80m.—UA .....	5091
3 Stooges Go Around The World In A Daze, The—94m.—Col. ....	5089
Thunder Island—65m.—Fox .....	5098
Tom Jones—113m.—UA .....	5100
20,000 Leagues Under The Sea—127m.—BV—RE .....	5098
Twice Told Tales—119m.—UA .....	5099
Twilight Of Honor—104m.—MGM .....	5094
Two Nights With Cleopatra—80m.—For. ....	5107
<b>U</b>	
Under The Yum Yum Tree—110m.—Col. ....	5098
<b>V</b>	
Victors, The—175m.—Col. ....	5105
<b>W</b>	
Walleyed Nippon—90m.—For. ....	5104
Wheeler Dealers, The—106m.—MGM .....	5094
<b>X</b>	
X—The Man With The X-Ray Eyes—80m.—A-1 .....	5093

## It's A Mad, Mad, Mad, Mad World

(Continued from page 5111)

of a wife and a troublesome daughter and the refusal of the city administration to give him a decent pension upon his forthcoming retirement, decides on a course of action. He is at the site of the treasure as they all arrive together, and he takes charge of the bag of money when it is found, offering to let the diggers surrender themselves at the police station. When he goes off in a different direction intending to run away with the loot, they commence pursuit. In a frantic climax, everyone winds up bruised and broken in the hospital ward of the jail, with the money having been scattered all over the city among the watching thousands.

**X-RAY:** This is one of the biggest films ever made from many angles, with the most important emphasis being on the generous portions of entertainment fun. One of the best selling angles, of course, as far as audiences are concerned, is the cast, what with the majority of comics in America being represented. The story is a lightweight offering providing a good framework for the overwhelming chase that may remind viewers of the silent film era when movies really moved all over the place. This fast-paced treasure hunt is a gem of timing, planning, and execution, containing not only the comic but also action, suspense, and bits of the dramatic. Forceful direction, expert production, competent camerawork, great stunt and technical planning, and fine performances by the cast bring about an entertainment treat calculated to please the majority of viewers in more than adequate fashion. Ultra Panavision and Technicolor cameras cover the proceedings in memorable manner, and the presentation in the single projector version of Cinerama is sharp, clear, big, colorful, and all-embracing, as well as better for the lack of the disturbing seams found in the three

screen version of Cinerama. It is not as deep because of a lesser screen curvature. The intermission, according to company officials, is part of the presentation because during the 16 minutes between segments, bulletins are broadcast on a sound track throughout the theatre keeping viewers apprised of the progress of the treasure hunters. The screenplay is an original by William and Tania Rose. Incidentally, a bit of editing in a few spots would have improved the quality even further.

**TIPS ON BIDDING:** Highest rates.

**AD LINES:** "One Of The Great Entertainment Treats In Screen History"; "One Of The Biggest, Funniest, Craziest, Bestest Films Ever Made—It's Not To Be Missed By Man, Woman, Or Child."

## Mc Lintock

WESTERN  
127 M.

United Artists  
(Technicolor)  
(Panavision)

**ESTIMATE:** Well-made, fun western.

**CAST:** John Wayne, Maureen O'Hara, Yvonne De Carlo, Patrick Wayne, Stefanie Powers, Jack Kruschen, Chill Wills, Jerry Van Dyke, Edgar Buchanan, Bruce Cabot, Perry Lopez, Michael Pate, Strother Martin, Gordon Jones, Robert Lowery. Produced by Michael Wayne; directed by Andrew V. McLaglen.

**STORY:** John Wayne, rough, tough, yet kind-hearted cattle baron and leading citizen of the territorial town of McLintock, has just about everything he wants except his wife, Maureen O'Hara, who has been away for several years because she suspected him of infidelities, and their 17-year-old daughter, Stefanie Powers, attending an eastern college. Living with him at the huge ranch house are Chill Wills, his assistant, and a Chinese

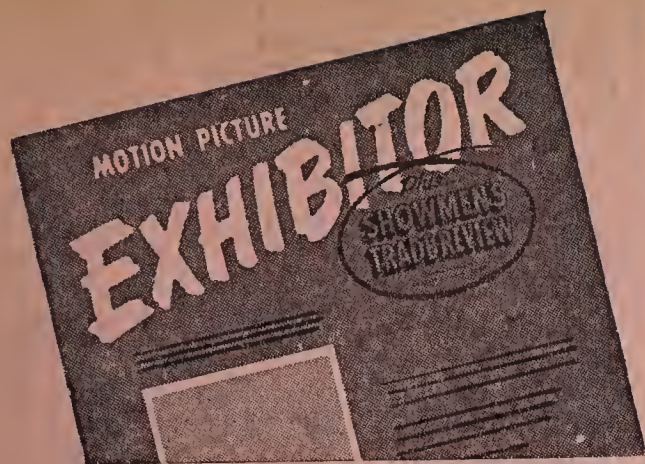
cook. Providing some solace is close friend and town storekeeper Jack Kruschen. When a group of homesteaders arrive to make homes for themselves in the area, he warns them that things will be rough. Among them are widow Yvonne De Carlo, a seven-year-old daughter, and a son, Patrick Wayne. The latter begs for a job as a cowboy, and because De Carlo's biscuits are so good, Wayne hires her as cook and housekeeper, keeping his Chinese cook on in retirement. Patrick Wayne is assigned to help Wills, especially since he can play chess. At this point, O'Hara returns to ask for a divorce and the custody of Powers, which Wayne refuses. The arguments wage hot and heavy, and when Powers returns from college, she is courted by another college returnee, Jerry Van Dyke, and admired by Patrick Wayne. The area is kept in turmoil by the refusal of Indians to be sent to another area, which Wayne tries to prevent. When the Indians get some guns, there is more excitement. Patrick Wayne and Powers find they are in love, and Wayne and O'Hara settle down after one big hassle where he really reasserts himself. Even De Carlo and the sheriff decide to get married.

**X-RAY:** This latest John Wayne entry is loaded with fun, action, bits of romance, good performances, fine direction, and competent production values, as well as many members of the Wayne family, all of whom acquit themselves well. It has a lot of the razzle-dazzle that should please most audiences seeking something lightweight and entertaining, and interest is well maintained throughout. The original screenplay is by James Edward Grant. A couple of songs, "Love in the Country" and "Just Right For Me," are to be heard here.

**TIPS ON BIDDING:** Higher bracket in many situations.

**AD LINES:** "McLintock Is McNificent"; "A Rip-Roaring, Fun-Filled Western Adventure Yarn Provides Great Entertainment For All The Family."





NOVEMBER 20, 1963 SECTION THREE  
Vol. 70, No. 20

# EXPLOITATION

**ACTUAL PROMOTIONS from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.**

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## "Yum Yum" Sheets And Fashions Tie-In With Columbia Comedy

Americans who covet the antics of Jack Lemmon in the Frederick Brisson-David Swift production "Under the Yum Yum Tree" will now have the opportunity to sleep under a Yum Yum Tree nightly, according to one of America's largest makers of bedsheets.

Springmaid Fashion Sheets has designed an attractive matching sheet and pillow case set using a Yum Yum Tree as the basic motif on the bed clothing. In a series of national advertisements, Springmaid is announcing the sheet and giving credit for the idea to the Columbia Pictures release. "This is the Yum Yum Tree . . ." says copy below an actual reproduction of the bedsheets design, a print resembling Crewel embroidery. The Yum Yum theme is carried out in seven "spicy" colors.

Springmaid retailers, which include many of the largest department stores in the country, are receiving promotional kits from the textile maker which describe the bedsheets innovation, offer display suggestions that blend with the theme of "Under the Yum Yum Tree" and give a series of stills, notes and ideas on the Columbia Pictures color film to stimulate tie-in promotions with local theatres.

The fashion industry also has discovered "Yum Yum."

At least six new fashions for both men and women inspired by the rollicking Frederick Brisson-David Swift comedy "Under the Yum Yum Tree" have made their appearance in fine department stores and specialty shops throughout the nation after an intensive magazine ad campaign announcing that the "Yum Yum" fashions were inspired by the Columbia Pictures release.

In the November Mademoiselle Magazine, seven pages are devoted to Yum Yum styles for women including full page ads by Pantsville, slacks maker, Old Colony Knitwear, suit and sweater maker, and Junior Boutique dresses. Each ad gives prominent credit to the film and its stars, Jack Lemmon, Carol Lynley, Dean Jones and Edie Adams.

In the men's fashion area, A. Schreter and Sons, makers of Prince Consort Button Down Ties, advertise their product as the tie with "The Yum Yum Look." Dean Jones is being used by Prince Consort as the model in ads for the tie and also for a virgin wool Yum Yum Blazer Sweater made by the firm. All ads for both the ties and the sweaters give prominent mention to "Under the Yum Yum Tree" as inspirational source for the fashion items. A full dealer campaign and suggested tie-ins with exhibitor are being supplied to all haberdashers carrying the items.

## Downtown Detroit First-Runs Make Play For Women Patronage



This attention getting street stung for Embassy's "8½" resulted in an art break with the Dallas Times Herald for the Fine Arts, Dallas, Texas.

In a day of much talk, good intentions, and barrages of more advice, it is really heartening to learn how important interests are getting down to cases with the realization that the most important ingredient of showmanship is elbow-grease.

United Detroit Theatres, ABC-Paramount affiliate which conducts the largest exhibition operation in Detroit, is setting about correcting what has been an increasing headache over the years:

That is, that up to a year or two ago when the tide began to turn, downtown theatres found themselves in an area denuded of residents by population shift to the suburbs. The problem is literally to import patrons.

President Woodrow R. Praught has formed an executive team. It consists of Lincoln Friend, manager of the Michigan; Charles Whitaker, manager of the Palms; C. E. O'Bryan, manager of the Madison and Richard Sklucki, manager of the Grand Circus. All of these facilities, on first-run policy, are A-1 theatres, and operated accordingly.

Praught's campaign idea is simple if massive: the immediate goal is to increase business 50%. Nor is this merely in the planning stage—it has started actual operation. Added to the "Executive Team" are the firm's advertising, booking, operating and concession heads, all sharing in the special efforts.

Concretely, these are the steps already undertaken and to be consummated:

Based on the theory, presumably, that women control the greatest portion of the nation's wealth and its buying habits, Wednesdays Ladies' Matinees have been instituted to hypo business now and to build future audiences. At the four theatres, from opening until 5:00 P.M. admission is 50¢. Added inducements are free snacks, corsages, discounts at nearby restaurants and hair-dressing establishments, free parking, and appearances of radio and television personalities.

Next to be launched is "Career Girls" day. This will be held one day a week, and via special prices and other inducements will strive to cultivate the movie-going habit in women who work in the area. The effort will be to get the ladies to remain downtown after work and make a downtown night of it. The offer will be made by giving a membership card.

Also in the works are:

A theatre-dinner package at bargain prices conducted in co-operation with four leading  
(Continued on page EX-547)

## Number One Paperback

Bantam Books' paperback edition of "Seven Days in May" is proving the company's biggest seller of the year, according to President Oscar Dystel. In less than two months, the Bantam edition is now in its fourth printing, with sales of over 1,500,000 copies. It is number one on the list of paperback best-sellers compiled by Bestsellers Magazine.

In one of the most comprehensive movie tie-ups ever set with a paperback publisher, Paramount's forthcoming film version of "Seven Days in May" has received promotional credits from the very beginning of Bantam's publication. In addition to cover credit, the Seven Arts-Joel Production is prominently mentioned in the elaborate floor, window and counter displays distributed by Bantam to thousands of retail outlets throughout the country.

An additional promotional bonus is the placing of "Seven Days in May" ads in over 1,000,000 copies of other top paperbacks distributed by Bantam.



## Sponsored Shows

By M. B. Smith

Vice-president, Commonwealth Theatres  
Kansas City, Mo.

*Editor's Note: (This treatise was rendered by Mr. Smith at the recent Theatre Owners convention in New York City. For the benefit of exhibitors everywhere. MOTION PICTURE EXHIBITOR is printing it in EXPLOITATION as a three-part article.)*

The world of SPONSORED SHOWS is vast, and many exhibitors seldom go beyond civic groups and clubs for such as the community may have in the way of real potential.

Generally speaking—when you step beyond civic groups and clubs, in seeking SPONSORED SHOWS, you'll find that they fall into three groups! The groups might be classified as:

### INDIVIDUAL SPONSORSHIPS GROUP SPONSORSHIPS INDUSTRIAL SPONSORSHIPS

Healthy sponsorships frequently can be promoted through long range planning. They usually are not created "over night," and they require that management explore the field of potential. This should be done personally, and it also can develop through clever letters announcing that your theatre is interested in helping any organization in need of special funds to help a worthwhile project!

A trailer on your screen to this effect may also be of help in making proper contacts! A lobby announcement is worthwhile, too!

### A WEINER ROAST SPONSORSHIP!

Recently, Dale Stewart, manager of a group of drive-in theatres, Wichita, Kans., had a special motion picture coming up in his leading drive-in theatre!

The management approached a local meat wholesale manager, and said, "I see that you've really been advertising your HOT DOGS lately—putting a lot of 'push' behind them! How about us working out a plan for the opening night of a special picture coming to my theatre? You throw a WEINER ROAST—furnishing hot dogs, buns, potato chips and other ingredients. You may advertise the idea to your heart's content, and I'll do the same!"

They worked out the details, arranging for long fire pits around the concession stand, with cement blocks, briquets and used old coat hangers (straightened out) for hot dog sticks. The theatre advertised "an old fashioned weiner roast" from 6:30 p.m. until the start of the evening program at 7:50 p.m.

Here's what happened—the meat merchant advertised the opening of the picture, and his sponsorship of the "old fashioned weiner roast." The theatre also gave ample space on screen to the idea, and the theatre created some special newspaper ads for the occasion (ads available from Commonwealth Theatres).

The theatre broke a record for attendance for that season of the year! The concession stand set a record not only in concession gross—but for COLD DRINK SALES! The management of the theatre, and the meat company, were astounded at the "friendly, neighborly attitude that developed" around the roasting fires. Patrons raved about the event!

The merchant was so happy—he wishes to do it again!!

You will find that you might be able to weave a SPONSORED SHOW from a car distributor. For instance, THE FORD MOTOR COMPANY . . . as an example!

In a large midwestern city, this motor company rented a theatre for a period from 9 in the morning to 5 in the afternoon. They staged a huge rally for automobile dealers in the area, plus news media, and some prize customers. They purchased the full service staff, highly decorated the theatre, catered a luncheon to all concerned in the lobby and foyer, and really held a fine schedule. For this—the company paid \$1,200—the theatre made a very nice profit!

Most of the large car companies have some very fine 16mm and in some instances 35mm film available for such meetings. The FORD MOTOR COMPANY currently has "MONTE CARLO RALLY," devoted to the famed endurance contest in Monaco. They have "THE WINNING RIDE," on the 1963 running of the major racing event at Boynton Beach and another reel titled "MUSTANG"—setting a precedent in filming each stage in the creative development of a special experimental car!

If you live in a fairly large trade area, and your city has some "live wire car dealers," it's worth your time to check and see what you might be able to do in the way of servicing regional meetings for FORD, BUICK-OLDSMOBILE-PONTIAC, CHEVROLET, CHRYSLER and et cetera. You may be able to service such organizations with your theatre—and in some instances, you may be able to furnish special entertainment for them.

This is a sample of INDUSTRIAL SPONSORSHIP—in other words, particular trades, or specific industries are interested in such tie-ups for special occasions for employees and dealers!

THE STANDARD OIL COMPANY, for some years, has been highly interested in sponsoring SOAP BOX DERBIES. If your community is large enough, and has an interest in such, you'll find that through exploration, you may be able to furnish your theatre for either meetings for such, or to serve a sponsored special program which will help raise some money for the local scene!

In the world of public relations, the matter of giving special awards, or recognition, can be of vast importance. THE SOAP BOX DERBIES recognize the skill of youngsters.

Perhaps there are other youngster groups in your town who need financial help and recognition. This offers tremendous opportunity.

You can find the right attraction for such groups, and work out a fine benefit program, whereby they sell tickets for the program or motion picture.

The "real kicker" for such programs is that of going a step further and honoring certain youngsters in the group—"the best boy of the year" type of thing wherein he's given a plaque or cup of recognition on the stage!

You'll always find that "youngsters" need help—and a survey of the groups in your community that are active and worthwhile should be explored for good benefit promotions. NATIONAL BOYS CLUBS WEEK usually occurs each year in April—this is the occasion when you should go after a sponsored program of some kind which will

## MGM's "Operetta" Contest Winners

With managers from all over the United States and Canada having participated in local contests promoting MGM's "Golden Operetta" Series, the four national winners, selected by a panel of trade press judges, were announced by Fred Schwartz, head of MGM's Special Sales Unit. The total value of the prizes, local and national is \$3000.

First national prize winner is Harry A. Wiener, Manager of the Wellmont Theatre, Montclair, N. J., who will be presented with a check for \$500 on the stage of the Wellmont by Montclair's Mayor Harold S. Osborne in suitable ceremonies, attended by representatives of MGM, Stanley Warner Theatres, as well as civic leaders. Urban Anderson, Manager of the Colony Theatre, Toledo, Ohio, won the second national prize of \$250; H. T. Rastetter, Manager of the Warner Theatre, Erie, Pa., was third national winner, receiving \$150; and the fourth prize of \$100 went to Herbert Frank, Manager of the Capitol Theatre, Madison, Wisconsin.

In making arrangements for presentation of checks from the stages of the theatres, Si Seadler, of MGM's Special Sales Unit, said: "It is important to highlight the role of the manager in his community, and the distributor should help wherever possible to accomplish this. In industry promotions we are continually suggesting that managers make contact with civic authorities and leaders, and when we recognize his stature in his city, we stimulate the local respect to which he is entitled."

Theatre managers winning honorable mention in the Operetta Contest are:

Bert Brown, Imperial Theatre, Toronto, Canada; Charles Lugo, Washington Theatre, Quincy, Ill.; Carl H. Meeker, Colorado Theatre, Pasadena, Calif.; Gerry Bouchard, Capitol Theatre, Springfield, Mass.; Bill Decker, Palace Theatre, Danbury, Conn.; Will Desilet, Five Points Theatre, Columbia, S. C.; Joel A. Cromleigh, Varsity Theatre, Austin, Texas; John Ondejko, Beverly Theatre, Grand Rapids, Mich.; Jack Catalgo, Ramona Theatre, Detroit, Mich.; Alvin Krueger, Laurel Theatre, San Antonio, Texas; A. W. Yahraus, Bryan Theatre, Bryan, Ohio; Joe D. Lyons, Roxy Theatre, Mobile, Ala.; Ernest Lee Vallery, Tower Theatre, Corpus Christi, Texas; Elinor Simons, Broadmoor Theatre, Shreveport, La.; Edward Konrad, LaGrange Theatre, LaGrange, Ill.; E. Noyer, Nortown Theater, Chicago, Ill.; George Romiue, State Theatre, Chicago, Ill.; Victor Fischer, Valencia Theatre, Evanston, Ill.; Hones Swan, Will Rogers Theatre, Chicago, Ill.

The Operettas which were included in the \$3000 contest are: Rudolf Friml's "Rose Marie," and "The Firefly," Franz Lehar's "The Merry Widow," Johann Strauss, Jr.'s "The Great Waltz," Victor Herbert's "Naughty Marietta" and "Sweethearts," Sigmund Romberg's "The Student Prince," "Maytime," and "Girl of the Golden West," Oscar Straus' "The Chocolate Soldier," Lerner and Loewe's "Brigadoon," and Noel Coward's "Bittersweet."

### recognize THE BOY OF THE YEAR!

For instance—such are the accomplishments of the "JUNIOR CITIZEN" award program of the 101-year-old BOYS' CLUBS OF AMERICA, one which gets a big assist from "READER'S DIGEST," world-renowned pocket-sized monthly!

(Part Two of Mr. Smith's treatise will appear in the next issue of EXPLOITATION.)



## DETROIT

(Continued from page EX-545)

restaurants, Mondays through Fridays.

To further this Graylines, charter-bus subsidiary of the city's transportation system will promote organization of bus-loads which will pay a package price for dinner, show and transportation.

Working through the Senior Citizens Council, which represents nearly quarter of a million of Detroit's oldsters, to them and their mates, will be issued discount identity cards. A key factor in this will be the department of the United Auto Workers which looks after the interests of its pensioners.

An initial twenty thousand folders pinpointing 40,000 parking spots, of which 2,000 are adjacent to, and available for free to the patrons of the four houses, are on the press.

There will be a combined campaign of late-fall attractions which will break before Thanksgiving block-busters. A major phase will be an 8-page roto section, devoted entirely to downtown attractions in the **Detroit Free Press**, just ahead of Thanksgiving.

"A silent but active partner" in the campaign is the Central Business District Association. (Praught is a director and member of its promotion committee.) The CBDA composed of downtown property owners and business men, has for many years created and supported campaigns designed to boost downtown business.

Stated Praught:

"We have fine theatres, plenty of seats, and we have the attractions—and we have about four million people to draw from. Detroit's downtown like so many other larger cities, suffers because its glamor has been stolen by the new shopping centers, residential developments and new entertainment facilities of the suburban area . . . the newer things in the neighborhoods have been getting the attention. We intend doing something about it, and this is only the beginning . . . this is not an effort to take theatre-going away from the neighborhoods. Our company is substantially involved in suburban theatres, and expects to be more so. However, we are strongly convinced that the sparkle and glamor of the downtown first-runs is an absolute necessity to the health of the business as a whole . . . if the general public sees downtown theatres withering on the vine, this is a black eye to the industry as a whole, and movies become a second-rate commodity, about as glamorous as a neighborhood drug store . . . if we let these downtown theatres, which are the heart and core of our distribution pattern die out or become sick, we will soon have an entire sick industry in the area."

## "Wheeler Dealers" Promoted

One of the most important exploitation campaigns of its kind ever activated has been set by MGM and Zody Discount Stores to tie-in with the Los Angeles openings of "The Wheeler Dealers."

In-depth promotion included advertising in 10 Los Angeles area newspapers with total circulation of more than 2,000,000; distribution of 60,000 coupons for drawings on 750 free tickets to special screenings of film; 100 radio spots in prime time on KABC, KMPC, KRLA, KGIL.

In addition, for a week's duration, any patron in eight Zody stores reaching cash register simultaneously with the sounding of a gong received tickets to special "Wheeler Dealer" showings.

# British Activities

By Jock MacGregor

Playing "Carry On" at the Albert Hall, Sheffield, England, Reginal T. Rae pulled all the stops in the showmanship manual and claims that his reward was a £400 increase over the previous week.

Highlighting the campaign was a tie-in with the local air show. While Rae does not recommend others to follow suit, he placed a poster bearing title and theatre under the wing of a bi-plane and at a height of 2,000 feet walked along the wing as they flew over the show and parts of the city. He claims that some 80,000 saw the stunt. A further reward was a photo in the local press.

With the permission of the authorities he placed a small advertisement on the Statue of Vulcan which stands some 200 feet above the Town Hall and dominates the city. He then set up a borrowed powerful telescope on some waste land and invited passers-by to take a close-up look at the statue. During the week, 15,000 fell for the bait, paid a penny a look for charity and saw—his playbill.

Bearing in mind that what goes up must come down, Rae arranged to go down a coal mine wearing protective clothing and posted his bills on the coal face. Being in the vicinity of the mine he arranged for the title and a slogan to be worked out in stones, which lay about in abundance, on the slag heap. This was done by the theatre staff and the only cost was for the whitening used on the stones. "A Good Tip—Carry On" could be clearly read from miles away.

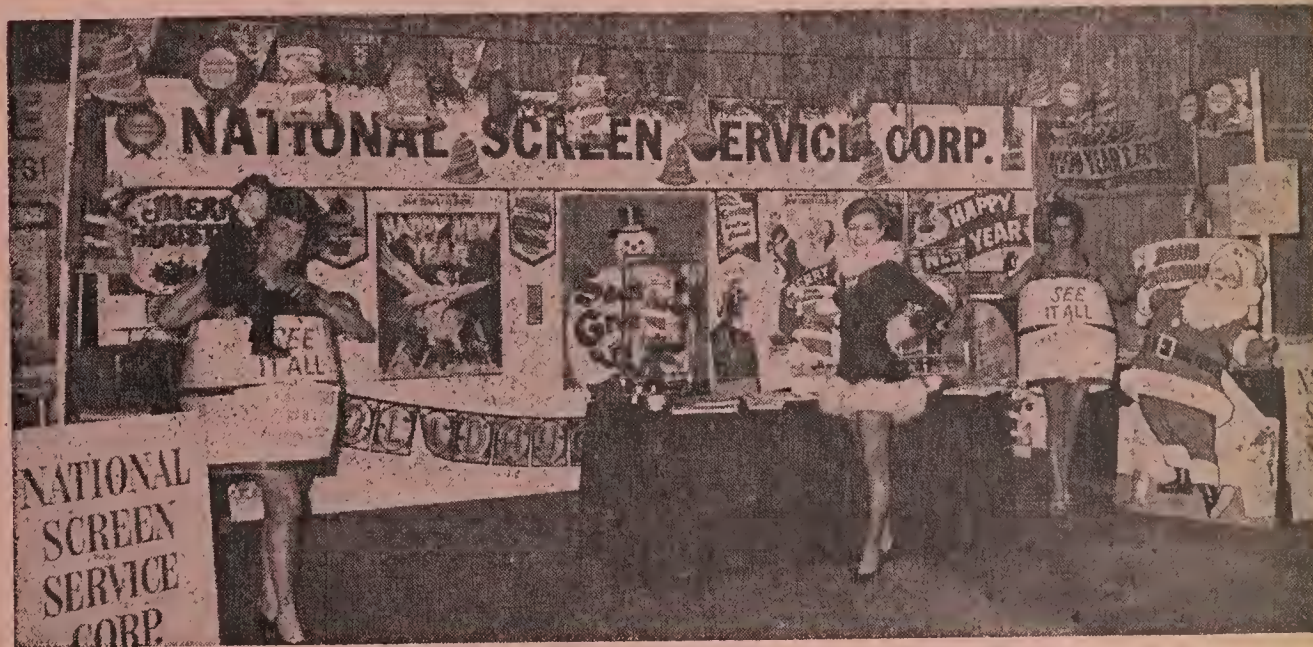
To stress the fact that he was playing something really out of the usual, Rae persuaded a number of out of works to queue outside the theatre on the opening day at 8:30 a.m. People going to work were convinced that he must have a big attraction and talked to their friends about it. What they did not know was that those in the line were to be admitted to the first performance for free—and with a 2,000 capacity they could be accommodated without fear of having to turn cash customers away.

Rae presented the title in a number of novel forms in unusual places. It was worked into the tennis net at a public park, formed from drying washing hanging beside the main railway line into the city and by sea cadets lying on the theatre roof. A nature mirror was another idea. The message was cut out in three ply and attached by very thin wires to a frame which was placed on the edge of a canal so that passers by on a busy bridge saw reversed letters and read the reflection in the water. The whole was headed "Today's Reflection."

Rae also bought 24 large oranges, cut them neatly in half, filled them with tightly compressed cotton wool, inserted a pass for two, and sewed them up. These were hung high on a prominent tree with a combination of chewing gum and cobbler's wax. The heat of the sun caused them to fall at varying times according to the thickness of the wax. A notice at the base of the tree announced that the fruit would fall at frequent intervals and details of the movie, etc.

A member of the staff phoned 50 big businesses and announced "Good afternoon. The Manager of the Albert Hall presents his compliments and just wishes to leave the message—'Carry On.' That is all—thank you very much. Good afternoon." The message caused much discussion in the various firms.

It may be noted that Rae made no use of tv. The reason is simple. It had not been invented at the time of this campaign which was conducted some 40 years ago! It has come to light through some of the press clippings which Reggie Rae, now 80, and still in management, sent to the London Bureau when he announced that he was celebrating with a trip to America. It formed the basis for the publicity booklet which he prepared when he was a circuit manager of the Gaumont British—PTC circuits (now part of the Rank Organization).



National Screen Service's display of its holiday promotional material at the trade show of the recent Theatre Owners of America convention in Albert Hall of the Americana Hotel, New York City, is shown above, together with some of the attractive models who "manned" the exhibit.





This front at the Goldman, Philadelphia, Pa., was created recently by Joe Elicker, Goldman Theatres' ad staff, and executed by Triangle Sign Studio for United Artists' "Johnny Cool." It capitalized upon the timeliness of the Costa Nostra expose.

## THE EXHIBITOR'S EXPLOITATION EFFORTS

DAVE ARNOLD, Schine's Oswego, Oswego, N. Y., recently ran an all-cartoon show with truly remarkable results. His theatre was filled to overflowing. He added a little extra flavor to this show by giving the first 250 kids either a 45 rpm record or a comic book. The records were promoted from his local radio station, which had quite a few of these discs on their shelves ready for the junk heap; and they were more than happy to contribute them. Comic books were promoted from the local distributor on a gratis basis. Apparently, anything free given at the theatre adds impetus to the boxoffice potential. Normal newspaper advertising was used, and in addition a herald was made up announcing the cartoon show and the free giveaway. Indicated were the names of some of the artists on the 45's, such as Presley, Ricky Nelson, Gene Vincent, etc., and this, needless to say, created a desire. There's no doubt that this little extra promotion resulted in the show resulting in a successful activity.

WALT MEIER, manager, Florida, with assistants from Robert Cornwall, Imperial manager, and Art Clawson, owner, Art Displays, created a most realistic display for the 15-day Florida premiere of "The Blood Feast," a particularly gory horror film, which caused thousands of people to stop and view the sidewalk exhibit in front of the downtown Imperial. It consisted of a tall black box, six feet high, 14 inches wide and 33 inches long. Atop the box was a blond-haired ex-department store mannequin dressed in bloody, disheveled clothing. Blood consisting of colorless salad oil mixed with artificial food coloring gushed continuously from a hole in the top of the mannequin's head and dripped down the hair into a specially-made sheet metal tank concealed in the box. Also concealed in the box was a centrifugal pump and motor from a discarded drink machine which kept pumping the "blood" from the tank's bottom up through lengths of three-eighth-inch ticon tubing concealed in the mannequin's body and head. An electric switch to control the flow was inside the Imperial's boxoffice for operation by the cashier. When gusts of wind caused the "blood" to spatter on the sidewalk, the cashier would turn off the flow until the wind subsided. The display was so tall that it had to

## "Bounty" Set For Fair

Robert H. O'Brien, president of Metro-Goldwyn-Mayer, has announced that a formal agreement has been signed between MGM and the New York World's Fair Marina for the exhibition of H.M.S. Bounty at the Fair.

The three masted sailing vessel, built expressly for the film, "Mutiny on the Bounty," is a duplicate of the ship sailed by Captain Bligh to the South Pacific almost 200 years ago. After completion of the motion picture she sailed to a number of port cities in the United States and Europe, where she was seen by thousands and thousands of people.

Brian Bachman, who covered construction and launching of the Bounty in Nova Scotia for the Canadian press and who served as purser and press representative on the ship during her 1962 30,000 mile exploitation tour, has been appointed manager of the Bounty Exhibit at the Fair.

The formal agreement between MGM and the Fair, signed by Ben Melniker, MGM Vice President and General Counsel, and William Crane, President of the Marinas of the Future, specifies that the Bounty will be the only ship of marine or historical significance on exhibition during the two year run of the Fair, which opens next spring.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

be disassembled each night when the boxoffice closed to be moved inside for safe-keeping and reassembled each morning. Meier and Cornwall both had bloody shirts to attest to the difficulty of moving the mannequin from the box office daily. Also used at the Imperial for the run was a second sidewalk set piece with stills and catchlines about the picture. A practical nurse and a uniformed police officer were on duty every day from the opening to the closing of the boxoffice, and a promoted ambulance was parked in front of the theatre with a one-sheet sign stating it was for the use of persons who viewed the movie. Gory newspaper ads and 10,000 blood-red heralds completed the exploitation campaign. Originally set in the Imperial for a week, "Blood Feast" ran a total of 15 days, mostly on the strength of the ad gimmicks.

## Exhibitor May Win Trip

A free Palm Springs Weekend-for-two is the prize in an exhibitors' competition Warner Bros. is conducting in connection with its new Technicolor motion picture, "Palm Springs Weekend."

The contest, open to all exhibitors presenting "Palm Springs Weekend," merely requires showmen to send a campaign book to the Campaign Plan Manager, Warner Bros., 666 Fifth Avenue, New York, N. Y., 10019. The book must show all facets of the promotional campaign for the "Palm Springs Weekend" engagement at the exhibitor's theatre.

The winning exhibitor, whose campaign is judged the strongest and most ingenious, will fly to Los Angeles with his guest via American Airlines and then will be taken to the famed California desert resort of Palm Springs for a weekend at Gene Autry's plush Ocotillo Lodge. The winner and his guest will have a Thunderbird to drive throughout the weekend.

**For Theatre-**  
**Tested and Approved**  
**THEATRE**  
**FORMS**  
**AND**  
**SYSTEMS**  
**write to**  
**Exhibitor**  
**Book Shop!**

**Actual sample sheets**  
**of all "Plus Services"**  
**will be sent on written**  
**request**



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## EQUIPMENT WANTED

WANTED, USED BOOTH EQUIPMENT. Will dismantle. Write BOX 262, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## FILMS WANTED

WANTED: 35mm and 16mm prints, negatives, trailers, posters, pressbooks, etc. on 1934 feature "THE SCARLET LETTER" starring Colleen Moore. SIGNATURE FILMS, 2120 Cross Bronx Expressway, Bronx, New York 10473.

## PHOTO BLOWUPS

PHOTO BLOWUPS IN BEAUTIFUL COLORS from your photos. Send for price list. Fast service anywhere. Show business art since 1899. STITES PORTRAIT CO., Shelbyville, Indiana.

## 16MM FILMS

16MM FILMS FOR SALE. A. B. HEMBREE, 276 East Twelfth Street, Cookeville, Tenn.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

## THEATRES FOR SALE

300 CAR DRIVE-IN for sale in southern Kentucky. Contact JOHN CRAFT, Tompkinsville, Kentucky.

MODERN 600 seat theatre, Littlestown, Pa. Reason—blindness. Inquire CARL F. HERMANN, 70 N. Atherton Ave., Kingston, Pa.

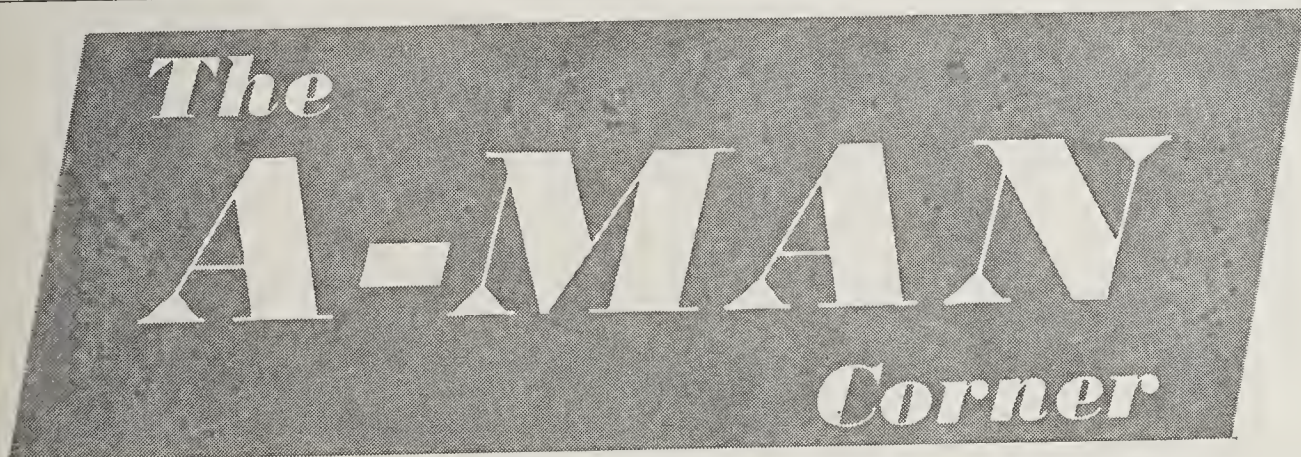
FOR SALE: Lake Theatre, brick and steel, stereophonic sound, 36' screen, 380 seats. Three apartments and beauty shop rentals. OTTO SORENSEN, Powers Lake, N. D.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: Experienced managers for New York area. Send complete résumé, recent snapshot and references to A.I.T., 2075A Newbridge Road, Bellmore, L. I., N. Y. Drifters stay away. (1113)

THEATRE MANAGER, retired and pensioned by Century Theatres, wants 1 or 2 days relief work weekly, New York or Long Island. BEN MINDLIN, 83-20 98th St., Woodhaven, L. I., N. Y. (1113)

TOP SHOWMAN, loves to work, desires position as general manager or supervisor small chain of theatres. Operated first run, subsequent and art theatres. Presently employed. 25 years managerial experience. BOX A116, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

BOOKER-BUYER AVAILABLE. 35 years experience all phases. Large and small circuit experience. Will relocate. BOX B116, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE MAN AVAILABLE: 21 years in management and publicity. Seeking job as division or city manager. Organizations looking for Yes Men — look elsewhere. BOX A1120, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

IMMEDIATE OPENINGS for experienced managers. (Working managers only need apply). Must have references, ambition, and be bandable. Send complete résumé, and photo first letter. ARMSTRONG CIRCUIT, INC., P. O. Box 337, Bowling Green, Ohio 43402.

MANAGERS—Expanding circuit, eastern Pennsylvania, needs experienced men. Excellent opportunity, drive-in or conventional. Send complete résumé, references, recent snapshot and salary requirements. Replies strictly confidential. Write PERSONNEL MGR., P. O. Box 255, Spring House, Pa. 19477.

Address all  
Correspondence to—

**The A—MAN Corner**

{Motion Picture Exhibitor  
{317 N. Broad St., Phila., Pa. 19107

**YOUR NEW  
1964**

**BOOKING  
CALENDAR**

**has been enclosed  
with this  
copy of  
MOTION PICTURE  
EXHIBITOR**

Please enclose 5¢ postage  
for each additional request.

HANDY SUBSCRIPTION BLANK

**Yes, start sending  
MOTION PICTURE  
EXHIBITOR**

*plus*

**Showmen's Trade Review**

TO:

Name .....

Title .....

Address .....

★

- ☐ Enclosed ☐ Or bill me
- ☐ \$2.00 for one year
- ☐ \$3.50 for two years
- ☐ \$5.00 for three years

(Outside Western Hemisphere)

- ☐ \$5.00 one year
- ☐ \$8.00 two years
- ☐ \$11.00 three years

**CLIP and MAIL TODAY TO  
317 N. Broad St., Phila., Pa. 19107**



**WOW**

*that yum yum!*

**Columbia's**

**"Under the yum yum Tree"**  
**IS BIG BIG BOXOFFICE WITH**  
**SENSATIONAL OPENINGS IN**  
**LOS ANGELES, CHICAGO, ATLANTA**  
**BOSTON, DALLAS, WASHINGTON**  
**FORT WORTH, DETROIT, HOUSTON**  
**AND PHILADELPHIA!**

**NOW WATCH EVERYONE GO GO FOR**  
**yumyum ACROSS THE COUNTRY!**



MOTION PICTURE

# EXHIBITOR

NOVEMBER 27, 1963

Volume 70

Number 21

IN TWO SECTIONS • THIS IS SECTION ONE

We join our  
countrymen in  
mourning the death  
of the President  
of the  
United States,  
John F. Kennedy

## NGC Shows Off Theatre Color TV

(See Page 6)

## Top Guarantee For "Fair Lady"

(See Page 6)

WHEN CRITICS DISAGREE . . . see editorial—page 3



***Go With 20th...***



***...It's Money in The Bank!***



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees, Nonamaker, feature editor; Mel Konecny, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25c. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 70 • No. 21

NOVEMBER 27, 1963

## WHEN CRITICS DISAGREE

WE ARE TURNING this editorial page over to two Philadelphia newspaper critics in an effort to make the point that he who follows the dictates of another in matters of personal taste can find any answer he wants.

How many times have you walked away from a film that some critic has taken apart unmercifully with the feeling that you and he must have been looking at different features?

Philadelphia is a three newspaper city. The Inquirer and Daily News are under the same management, that of the well-respected Walter Annenberg. The Bulletin truly lives up to the claim that it is read by everybody in Philadelphia.

The case in point is 20th-Fox's comedy, "TAKE HER, SHE'S MINE," which opened at Philadelphia's Trans-Lux Theatre. We are reprinting in full the reviews of Henry Murdock, Philadelphia Inquirer, and Ernest Schier, Bulletin.

The two reviews, examined side by side, might also raise some questions as to just what the job of the conscientious critic is. Is it to comment constructively in an effort to inform his readers as to a film's merits? Or is it on the other hand to show off his way with a clever phrase or a sharp barb at the expense of another's creative effort? Could a critic produce a successful film? We doubt it.

Too often, the only place a critic can display his verbal pyrotechnics is in a blast at a film. It is harder to be clever with words of praise. It is far easier to destroy than to build.

First Schier's critique, reprinted here in full:

*As a sample of the humor of "Take Her She's Mine," people are constantly coming up to James Stewart and demanding his autograph. That's because he looks like a famous movie star whereas, in the movie at the Trans-Lux, he's got plenty of troubles of his own.*

*He's playing Sandra Dee's father.*

*Based on the popular stage comedy by Phoebe and Henry Ephron, the movie pours on the old razzmatazz—color, wide screen, deluxe settings—and just about drowns the original, moderately funny idea.*

*In Nunnally Johnson's adaptation, Stewart is required to make likable that popular contemporary cliché, the male American parent who is part idiot and part Victorian. Stewart is still one of the most ingratiating screen veterans around but even he is hard put to make the character either likeable or funny.*

*Jimmy first shows concern for Sandra's virtue when she goes off to college. All those boys buzzing around and all. So Jimmy takes off right after her, to investigate the coffee house she has written about, and remains to get involved in a student sit-down strike over the barring of a Henry Miller book. (He hates the book but defends the right of the younger generation to sit-down on any issue they choose).*

*Then it's off to Paris, again on Sandra's trail (she has flunked out of college) where he is sure she has fallen into the clutches of a French wolf (actually, he's a very nice boy).*

*Writer Johnson is hard pressed to invent complications and he falls back on the familiar chestnut of having Stewart arrested in a raid on a house that is not a home (where he has innocently gone to make a telephone call).*

*It's all frantic, occasionally funny and not, I don't think, altogether harmless. "Take Her She's Mine" raises the issue of the morality of young people away from home for the*

*first time and then bludgeons it to death with a kind of leering hypocrisy.*

*The calmest person on the scene is Audrey Meadows, who takes Jimmy's excitability with unflustered patience. John McGiver plays the head of the local PTA, and another good comedian, Robert Morley, wanders in as an eavesdropping Englishman in the Paris adventure.*

*Then, of course, there's Miss Dee, whose boyish figure and flat intonation drives boys crazy. A Chacun son gout. Now Murdock's review:*

*By way of proving that he isn't being typed as the worried head of a family (a part he played with distinction in "Mr. Hobbs Takes a Vacation"), James Stewart returns to earlier roles to wear a collapsible frontier suit in one episode of "Take Her, She's Mine," the laugh-laden comedy at the Trans-Lux.*

*This is one of the reasons why, whether the scene is an Eastern college and its beatnik environs or a barge on the Seine, the other assorted characters in the story remark how much the presumably eccentric Los Angeles lawyer he portrays "looks like that movie fellow. What's his name. Gregory Peck!"*

*Actually, this lawyer isn't nearly as eccentric as the front pages of the world make him out to be. For our legal eagle has a plausible excuse when the school board of his community wants to dismiss him as president just because (a) he has aided a student sit-down strike protesting the banning of Henry Miller's "Tropic" books; (b) because he has become embroiled with a notorious Chinese femme fatale and (c) because he has shocked unshockable Paris by jumping into the Seine in his underwear.*

*The reason is that he is simply a distraught father who had never got around to explaining the facts of life to his pretty young daughter—played prettily with an empty-headed studiousness by Sandra Dee. He thought his wife, portrayed with less perturbation by Audrey Meadows, had taken care of that.*

*This movie version of the long-running Henry and Phoebe Ephron Broadway comedy has been adapted in the proper feather-brained mood by Nunnally Johnson. And Henry Koster has directed it with the idea of pace which George Abbott gave the stage production.*

*Knowing his daughter is referred to locally as "a dish," the lawyer keeps a bag packed, ready to fly to her rescue whether at Hawthorne College where, in the pursuit of higher things in life, she has become a barefoot singer in a coffee house, or in Paris, where she has attained a mild reputation as an avant garde painter and model for other avant garde artists.*

*His law practice apparently diminished, his standing in the community threatened, Daddy quixotically fights for what he mistakenly believes is a damsel in distress who eventually appreciates his loving, if bizarre, efforts.*

*Stewart enjoys a cinematic romp and the audience has fun with him. Miss Dee is gay and giddy, Miss Meadows is gay, if less giddy, Robert Morley is amusing as a British ex-patriate in Paris, John McGiver has one of his good character bits as the shocked chairman of the School Board and add a cheer for Philippe Forquet, the young Frenchman who was the young lover in "In the French Style."*

We have no desire to tell a critic what to think or what to write. There are many cities, however, where only one major newspaper exists. Should the local critic be a man who has an overblown sense of his own importance or is attempting to make a literary name for himself by savagely criticizing films, the public has nothing to use for comparison.

In closing, we are happy to report that "Take Her" is pleasing the public, and that's what counts.



*Man,  
What a  
Wonderful  
Gift!*



1963

*Christmas Salute*

**WILL ROGERS  
HOSPITAL  
AND O'DONNELL  
MEMORIAL  
RESEARCH  
LABORATORIES**

*Saranac Lake, N.Y.*

*You Give*

HEAL  
RESEAR  
TEACH

TRAIN

*When You  
Give*

TO  
CHRISTMA  
SALUT

*The Amusement Industry's Own* **WILL ROGERS HOSPITAL  
AND O'DONNELL MEMORIAL RESEARCH LABORATORIES**

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y.

*Saranac Lake, N.Y.*



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Gold Bands

Eileen Hollis, publicist with the Solters, O'Rourke and Sabinson publicity agency, was married to **Floyd L. Peterson**, independent radio and motion picture advertising consultant, who recently concluded campaigns for Paramount and Columbia.

**Melanie Teicher**, secretary to MGM's director of exploitation **Emery Austin**, will be married to **Samuel Blumenthal** on Dec. 18 in New York City.

**Edward A. Wolpin**, general professional manager, Famous Music Corporation, a subsidiary of Paramount Pictures Corporation, was married to **Mrs. Sally Zeitz** in New York.

### Obituaries

**Max Allen**, an industry pioneer, dropped dead at his home. He was known as one of "The Allens of Canada." Before retirement he had operated the Lincoln Park in the Detroit suburb of the same name.

### UA Backs Hyman Plan

NEW YORK—"United Artists is totally in accord with Edward L. Hyman's current plan for orderly release to avert a product shortage during the generally slack April-May period and is making every effort to implement this program," it was announced by James R. Velde, United Artists vice-president.

The UA sales chief made this statement following his meeting with Hyman, vice-president of American Broadcasting-Paramount Theatres.

Velde backed up his statement by announcing that six major UA productions already have been scheduled for release in April and May, 1964.

They are Tony Richardson's "Tom Jones," the highly lauded comedy based on Henry Fieldings' lusty classic starring Albert Finney, Susannah York, Hugh Griffith, Edith Evans, and Joan Greenwood; "One Man's Way," the film dealing with incidents in the life of Dr. Norman Vincent Peale and starring Don Murray and Diana Hyland; "Flight From Ashiya," an adventure drama starring Yul Brynner, Richard Widmark, and George Chakiris; Ian Fleming's "From Russia With Love," starring Sean Connery as British Agent James Bond; "The Pink Panther," a frothy comedy, starring David Niven, Peter Sellers, Robert Wagner, and Capucine; and "The Best Man," starring Henry Fonda, Cliff Robertson, Margaret Leighton, Lee Tracy, Edie Adams, Ann Southern, Shelley Berman, Gene Raymond, and Kevin McCarthy.

### WB Declares Dividend

NEW YORK—The board of directors of Warner Bros. Pictures, Inc., declared a dividend of 12½ cents per share on the company's common stock, payable Feb. 5, 1964, to stockholders of record on Jan. 10.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., NOV. 25

## Court Reverses Regents; Kayos "Stranger" Ban

ALBANY—The Appellate Division reversed the Board of Regents' finding that the inclusion of two sexual scenes in the Danish award-winning film, "A Stranger Knocks," made it unlicensable in New York State.

Four judges, including Presiding Justice Francis Bergan of Albany, under-cut the Regent's position, on the basis of U. S. Supreme Court decisions in Times Film Corp. v. City of Chicago and Roth v. United States.

That court's rulings "compel us to annul the determination of the Board of Regents," held the prevailing group. They added, "The sexual acts, which are implied rather than demonstrated, are an integral part of the play."

In a dissenting memorandum, Justice J. Clarence Herlihy, Glens Falls, declared, "I would affirm the order of the Board of Regents, which deleted certain designated scenes from the motion picture. The portrayals therein go substantially beyond the customary limits. They forthrightly depict the fulfillment of acts of sexual intercourse between the principal characters. Thus, these delineations are sui generis, rendering the usual test of obscenity impossible to apply with any reasonableness."

The majority did not pass upon two of the five points which Harry I. Rand, counsel for Trans-Lux Distributing Corp., holder of American rights to the distribution of "A Stranger Knocks," raised in his brief and in his courtroom arguments.

These were that the State film licensing law, requiring issuance of a license before exhibition of a picture and imposing criminal sanctions for exhibition without a Seal, violate the New York State Constitution, and the U. S. Constitution, and that application of

## Industry Shares Grief; Films Lose Dear Friend

The Motion Picture Association of America made the following statement on the death of President Kennedy.

"This is a terrible hour. The tragedy of Dallas must tear the hearts of all Americans with anguish. As the nation grieves, these in motion pictures mourn the loss of a true advocate. No President displayed the appreciation and affection for the motion picture as did John F. Kennedy.

"The country—yes, the world—is less than it was. A leader is gone."

Editor's Note: Warner Bros. announced at press time that "PT 109," story of the late President's war-time exploits, would be taken out of circulation.

## New Cinerama Offices

NEW YORK—World headquarters for Cinerama, Inc., motion picture production and optical science company, will be opened in early February at "Cinerama House," 54th and Madison Ave., it was announced by Nicolas Reisini, company president. Cinerama House will contain a full Cinerama projection room.

the Education Law to the release is "barred" by the Tariff Act of 1930, "which preempts the field with respect to films imported into the United States."

Rand had pointed out that "A Stranger Knocks" was imported from Denmark. At the time of its importation, "in accordance with their duties under The Tariff Act, the Customs officials determined that the film was not obscene and permitted the entry (after several brief cuts)."

An appeal by the Regents to the Court of Appeals, possibly in time for January argument, was expected.



MGM home office and studio executives, regional branch managers, sales managers, and a welcoming trio of actresses pose on the steps of the Culver City studio's Thalberg Administration Building between recent sessions of a week-long national sales meeting.



# NGC Shows Theatre Color TV

**Impressive L.A. Debut  
Before 1,000 Newsmen,  
Exhibits Heralded As Start  
Of New Entertainment Era**

LOS ANGELES—The first public demonstration of closed-circuit color entertainment on a full-size screen under actual theatre operating conditions was staged for nearly 1,000 entertainment industry leaders by Theatre Color-Vision Corp., a subsidiary of National General Corp., at the Fox Village Westwood Theatre, West Los Angeles.

Eugene V. Klein, NGC president, heralded the event as the start of the "world's first permanent closed-circuit theatre network." The program, which was carried to the theatre from the National Broadcasting Co.'s studios in Burbank over existing American Telephone & Telegraph Co. lines, also marked the first time General Electric Co.'s revolutionary Talaria color projector had been demonstrated in a theatre. Irving H. Levin, NGC executive vice-president, is president of Theatre Color-Vision Corp.

The presentation was narrated by Ralph Bellamy, president of Actors Equity, and produced and directed by Gower Champion and Bill Colleran. It consisted of live, taped, and filmed segments to demonstrate the wide capabilities of the Talaria projector. Included in the program were scenes from Broadway, action from football and baseball games, golf and basketball, portions of the Ice Capades; scenes from the Indianapolis 500-miler, part of an Isaac Stern concert, demonstrations of industrial and medical uses, and cartoons.

Bellamy stated that "closed-circuit" theatre entertainment will be the greatest medium of employment actors have ever known. When Theatre Color-Vision gets into full swing, actors and other creative talent will experience unprecedented demand for their services," he added.

National General recently established Theatre Color-Vision Corp. to set up and administer planned nationwide network of theatres equipped for continuous closed-circuit color entertainment. The Theatre Color-Vision network should be operational in 1964, Klein said.

National General, diversified 217-theatre exhibitor and G.E., developer of the Talaria projector, have entered into an agreement under which NGC has exclusive U. S. commercial theatrical distribution rights to the projector.

"The Theatre Color-Vision network will consist of approximately 100 theatres from coast-to-coast including some 20 National General showcases," Klein said. "We plan to schedule a variety of unique programming that the public could not otherwise see and enjoy. It is the greatest new thing in theatrical exhibition since the coming of sound to motion pictures," he added.

The network will carry such programs as live Broadway plays, opera, ballet, concerts and major sports, Klein said. "Theatre Color-Vision will quickly become a vital new communications force in America," Klein predicted.

"For the first time, it will bring unprecedented live, full-color entertainment into a broad cross section of the nation's 15,000 theatres, giving families in Omaha and El Paso their first opportunity to take part in



KLEIN



LEVIN

the glitter and color of a New York opening—while it is happening—at a reasonable admission price," he said.

Present theatre operations show that the American public wants to get out of the home to be entertained, Klein said. He added that the type of entertainment planned for the new network "will prove this beyond a doubt."

National General's predictions are that the national closed-circuit network will open a vast new market for entertainment producers and exhibitors.

General Electric Co.'s revolutionary Talaria projector for the first time makes possible display of color television images covering theatre-size screens.

Until perfection of the projector by G.E., Syracuse, N. Y., display of tv pictures on full-size (25 x 33 ft.) screens with adequate brightness was limited to black and white. Previously most color systems were limited to screens about one-fourth this size and thus were impractical for large audiences.

The Talaria projector provides a picture with brightness, contrast ratio, geometric accuracy, and color fidelity that compares favorably with color film.

Dimitri Tiomkin, one of Hollywood's most honored musical personalities, perennial Oscar nominee and four-time Oscar winner, has signed a five-year contract exclusive for the closed-circuit media with National General Corp.'s Theatre Color-Vision.

At least twice each year, Tiomkin will conceive and produce musical extravaganzas which will be presented in full color on big screen to audiences across the country.

National General also has an exclusive contract with the Metropolitan Opera House for a minimum of five operas in the next three years, under the supervision of Rudolph Bing.

They also have an exclusive contract with Carnegie Hall, for the first time in its history, and a five year exclusive contract with Gower Champion for one or two shows a year; also contracts with Bob Banner and Julius Bloom, producers, plus Davis Ross for two shows in London's West End and two shows here; an exclusive contract with Arthur Whitlaw for four shows, and a contract with the National Council of Churches, for religious programs.

## N. J. Theatre Destroyed

ATLANTIC CITY, N. J.—A general alarm, early morning fire destroyed the Surf, 2217 Atlantic Avenue, in the second devastating fire in four days here. The four-story stucco building was burned out completely on lower floors.

Charles Tannenbaum is owner of the theatre, which was a second-run house.

## "Fair Lady" To Criterion; Hard Ticket Policy Set

NEW YORK—The world premiere of the Warner Bros. production of "My Fair Lady," starring Audrey Hepburn and Rex Harrison, will take place on Oct. 21 next year at the Criterion, New York, it was announced by Jack L. Warner, president of Warner Bros. and producer of the film based on the Alan Jay Lerner-Frederick Loewe musical.

Warner made the announcement at a press luncheon at the "21" restaurant on behalf of himself and Charles B. Moss, president of B. S. Moss Enterprises, the Criterion's owner.

Moss guaranteed in advance a record \$1,250,000 to Warner Bros. for the world premiere engagement of the most costly film in Warner Bros. history.

One week after the world premiere, "My Fair Lady" will have its west coast premiere at the Egyptian, Hollywood.

The film, in Technicolor and SuperPanavision 70, will be presented at the Criterion, the Egyptian, and elsewhere on a reserved-seat basis, with 10 performances weekly and additional showings during holiday weeks and in the summer months.

Warner said that the total production cost of "My Fair Lady" will be approximately \$17,000,000 and that he looks forward to a world-wide return to Warner Bros. of at least \$100,000,000. Warner Bros. paid a record price of \$5,500,000 for the screen rights.

Filming of more than three-quarters of the picture, for which Lerner wrote the screenplay, already has been completed at the Warner Studios in Burbank, Calif., Warner said, adding that he expects camera work to end by Dec. 14. Editing, musical-scoring, and other aspects of the final phases of production will take another six months.

Joining Warner at the luncheon were Benjamin Kalmenson, executive vice-president of Warner Bros.; Wolfe Cohen, president of Warner Bros. Pictures International Corp.; Morey Goldstein, Warner Bros. vice-president and general sales manager; Michael Burke, vice-president, development, of the Columbia Broadcasting System, from which Warner Bros. purchased the screen rights; Larry Morris, general manager of B. S. Moss Enterprises; and Salah Hassanein, executive vice-president of United Artists Theatre Circuit, owner of the Egyptian.

## Goldberg Testimonial Set

NEW YORK—Trade friends of Nat Goldberg, New York sales executive with Universal Pictures, will honor him with a testimonial luncheon on the occasion of his 50th anniversary in the motion picture industry. Goldberg is retiring at year's end.

The luncheon will be held at the Hotel Americana on Tuesday, Dec. 17. Serving as co-chairman of the luncheon is a triumvirate of exhibitors including Joe Ingber, Brandt Theatres; Jack Hattem, Interboro Circuit; and Irving Kaplan, Randforce Amusement Co. An honorary committee is now in formation.

## Cleveland Bans "Promises"

CLEVELAND, OHIO—East Cleveland police officials banned the showing of Jayne Mansfield in "Promises, Promises" at the Continental. The action brought a vigorous protest by Citizens for Freedom of Mind.



## SW Reports Progress; Profits Set New Records

NEW YORK—In the annual report of Stanley Warner Corporation mailed to the stockholders, S. H. Fabian, president, stated, "Our 1963 fiscal year was a year of progress both as to financial results and in the expansion of our activities. Our fourth quarter results were particularly gratifying as both gross income and net profits set new records. We are pleased to report that we expect the gross income and net profit for the first quarter of our 1964 fiscal year, which quarter ends on Nov. 30, 1963, will exceed the gross income and net profit for the same quarter last year."

The net profit for the fiscal year ended Aug. 31, 1963, was \$3,283,300, which was \$429,800 or 15 per cent greater than the \$2,853,500 earned in the prior year. The net profit for 1963 was equal to \$1.61 per share of common stock or 21 cents above the \$1.40 earned in 1962.

Gross income was at an all-time high, totalling \$146,693,100 for the 1963 fiscal year. This was \$10,542,600 or 7.7 per cent higher than the gross income of \$136,150,500 for 1962 fiscal year. Fabian pointed out that for the fifth successive year, the gross income of Stanley Warner has climbed to a new high.

In 1963, Stanley Warner carried on a major expansion program of its consumer goods division by opening new foreign manufacturing plants and sales outlets for its Playtex and Sarong girdles and bras.

"Our industrial chemical division," Fabian stated, "is emerging as a notable part of Stanley Warner operations. Both at home and abroad, the production and sales of Tylac—the trade-mark of our synthetic rubbers and resins—are showing rapid growth."

Stanley Warner is a diversified company operating 242 motion picture theatres in the United States, and manufactures and sells, among other items, Playtex and Sarong girdles, bras, and baby pants. It also has proprietary and ethical drug divisions, and produces and markets industrial chemicals.

## Ransohoff In A Bind

NEW YORK — Producer and Filmways board chairman Martin Ransohoff says it seems as though he is caught in a bind on his "The Americanization of Emily," presently shooting. He has a contract with MGM to release the film with a Production Code seal, but he is also running into trouble trying to get same since he has a few comic and farcical scenes using nude women, which he considers very important. He's not interested in smut or passion but in comedy, but the code says that nudity cannot be used. There is no room for discussion.

He wants to see the Code updated and broadened, but not eliminated as he thinks it has an important part to play in film making. The last change took place seven years ago. His film could play on tv, he thought, even with the scenes in question, and he will try to discuss changes with the appropriate committee. His film, which will cost \$2,500,000, is one-third completed, and he claimed it would be too expensive to shoot protection scenes in case the Code rejection stands.

Ransohoff says he is not a crusader, and he found that the Code administrators were generally reasonable people who do a job well. If classification of films is the only way he can get to make the kind of films he wants, then he is for classification.

# Tri-States Convention Raps Pay-TV; Doherty Elected President Of Group



Long time friend and former associate of E. M. Loew, Louis W. Richmond, formerly owner, Kenmore, Boston, congratulates Loew at the recent opening of the West End Cinema, Boston's newest art theatre.

## New Censor Controversy On Seattle Movie Front

SEATTLE—Another controversy over censorship is anticipated because of an incident occurring at the Ridgemont Theatre, well recognized as bringing to Seattle audiences the finest of foreign films in recent years.

On a busy week-end evening, a member of the Board of Theatre Supervisors took so-called police action and ordered an on-the-spot check of over 450 persons, calling out two youths under 18 during the intermission of the two Swedish films, "Swedish Mistress" and "A Summer with Monika."

As a result of complaint to the Board of Theatre Supervisors, the City Council has been asked to take disciplinary action against the Ridgemont and James N. Selvidge, manager. This coincides with the annual inspection of all theatre licenses, which automatically expire the end of November. Meanwhile, obnoxious and vulgar nudies continue to run downtown and in other areas.

There is wide citizen resentment at this instance of discrimination against film art itself, the censors' arbitrary action, and the inadequacy of present censorship laws with emphasis on censorship rather than classification.

## "Tamiko" Prizes Awarded

NEW YORK — Ken Workman, manager, Majestic, Reno, has been selected as the winner of Paramount's national exhibitor contest for Hal Wallis' "A Girl Named Tamiko."

For the best promotion of a national "Tamiko" letter-writing competition open to the general public, Workman wins a free trip for two to Japan via Japan Air Lines.

Prizes of Yashica cameras, sewing machines, or Seiko watches have been made to the following runners-up: Rex Hopkins, Orpheum, Portland, Ore.; William Wyatt, Virginian-Kearse Theatres, Charleston; Murray Spector, Oritani, Hackensack; Don Klass, Ames, Dayton; Warren Patton, Orpheum, Tulsa; George Birkner, Fabian, Paterson; Edward Miller, Paramount, Buffalo; A. J. Molstad, State, Hibbing, Minn.; Dave Levin, Keith's, Syracuse; Leo Lajoie, Capitol, Worcester; T. J. Presley, DeSoto, Rome, Ga., and Joseph Bronk, Hollywood, LaCrosse, Wisc.

MEMPHIS — The convention of theatre owners of Arkansas, Tennessee, and Mississippi was the scene of the first official speech of John H. Rowley as president of TOA. As reported last week, he discussed the activities of the New York TOA convention, and the fight against pay television in California.

M. B. Smith, vice-president of Commonwealth Circuit, 123 theatres in nine mid-western states, spoke of the three major problems of theatre owners, also listing pay-tv as number one.

"The line being developed by the pay television people is, 'let's take the motion picture theatre into your living room,'" he said. "It's one of the toughest problems to besiege our business. We are not talking about closed circuit tv shows of boxing matches and such, but pay tv in homes. It has threatened the industry in Canada and Hartford, Conn."

"Our second problem is the need of intelligent young people to join the industry. The third problem is shortage of product; however, this will be better next year. I'm talking about the film 'Cleopatra' which cost \$44 million. The industry could have produced 44 good pictures for the same money."

Ed Doherty, Memphis, a partner in Exhibitors Services for the past 16 years, was elected president of the Association, succeeding Bruce Young, Pine Bluff, Ark., who was elevated to chairman of the board. R. B. Cox, Batesville, Miss., was elected secretary-treasurer; vice-presidents are Leon Roundtree, Holly Springs, for Mississippi; Nona White, Little Rock, for Arkansas; and Norman B. Fair, Somerville, for Tennessee. Representatives to the Theatre Owners of America will be Max Connett, Newton, Miss.; Hays Redmon, Millington, Tenn.; and K. K. King, Searcy, Ark.

Bailey Prichard, Memphis, branch manager, Allied Artists, was named branch-manager-of-the-year. Earlier, Prichard had been named boss-of-the-year by the local WOMPI. James Pope, Columbia, was named salesman-of-the-year; Fred Curd, office manager and booker, Universal, was named booker-of-the-year. This was the first time these awards had been made.

## TNT Shows Eidophor

WASHINGTON, D. C.—Theatre Network Television, Inc., the company which founded closed-circuit television communications, demonstrated Color Eidophor—the world's first practical large-screen television system in true color—linked with the revolutionary color tv Plumbicon camera at a series of showings at the Pentagon last week.

The new color television system is expected to inaugurate a new era in closed-circuit television communications with particular application for national defense communications. Industry as well as theatre pay-tv also are expected to make use of the new system for color transmission and projection of business meetings and for presentation of musical, dramatic, and sports events.

Nathan L. Halpern is TNT president. In addition to officials of the Department of Defense and the armed forces, representatives of Government civilian agencies attended the demonstrations.



# San Francisco Fete Comes Of Age As Seventh Year Is Best By Far

By MARK GIBBONS

SAN FRANCISCO—The just concluded San Francisco International Film Festival came of age in the seventh year that its founder and guiding light, Irving M. Levin has struggled to put the fete on equal global footing with long established competitions at Cannes, Berlin, Venice, and San Sebastian.

"Bud" Levin's triumph this year was three-fold. For two solid weeks, the Metro Theatre overflowed with patrons, and even most of the following early evening repeat performances of the major feature films were box office sellouts. But Bud's greatest achievement this year was in winning recognition from Hollywood with the showing of Carl Foreman's "The Victors," the Columbia blockbuster. Until this year, Hollywood studiously ignored the Frisco festival both by declining to enter a picture or sending a delegation of cinema celebrities to lend glamor. This year, Hollywood did both, and stars, producers, and directors galore took nightly bows from the Metro stage.

Thirdly, for every picture entered in this year's festival, at least two were rejected, thus proving that the Frisco festival has come of age. In some of the past years, Levin had been forced to scrape the bottom of the barrel to get enough product in competition.

Observers who have watched the festival grow in its seven years of history agree unanimously that the calibre of the entries this year were higher than ever before and exhibitors, distributors, and other industry people said they were superior to the films shown at the recent New York Festival. Perhaps the only critical note of discord this reporter heard was that the Frisco festival had too many entries with many pictures, including the Polish grand prize winner, being offered on a double bill, and did not start until after 11 p.m. Festival winners were announced in last week's issue.

An entirely unscheduled but happy tribute to Levin was when Roy Cooper, president of the Northern California Theatres Association and a TOA official, presented a plaque at the awards Ball to the man who has struggled single-handedly for seven years to raise the San Francisco International Film Festival to its present imposing stature.

## 16mm Violator Fined

PHILADELPHIA—Federal Judge Alfred L. Luongo imposed fines totalling \$1,888.94 for civil and criminal contempt upon Thomas E. Schaefer, Reading, Pa., doing business as Craft Films and Equipment, in connection with three copyright infringement suits brought against Schaefer by Universal, MGM, and Warner Brothers.

The civil and criminal contempt charges resulted when Schaefer was found guilty of concealing from the U. S. Marshal some 16mm prints.

## N. J. Allied Plans Affair

NEW YORK—Allied Theatre Owners of New Jersey will have their annual beefsteak and get-together at Westmount Country Club, West Paterson, N. J.

Sam Engelman, vice-president, is chairman of the affair.



Writer-producer-director Carl Foreman, whose Columbia release, "The Victors," was shown recently at the San Francisco Film Festival, is seen with Irving Levin, director of the Festival, left, and California Governor Edmund Brown.

## Chakeres Circuit Meeting Stresses Future Product

SPRINGFIELD, O.—"Big Products and Planning Ahead," patterned after the recent TOA convention program, was the theme for the managers' meeting of the Chakeres Theatres, Inc., held here.

Michael Chakeres, vice-president and general manager, presided at the two-day seminar, Nov. 12-13, with Phil Chakeres, company president; Frank Collins, president of the circuit's subsidiaries Eastland and Southland Lanes, Lexington, Ky., and 34 managers from the Ohio and Kentucky territories, attending.

Promotions for the coming Christmas holiday season were discussed, including children's matinees and the popular annual "baby sitter" promotion, designed to assist parents during the pre-Christmas shopping season.

The banquet at the Holiday Inn which closed the meetings was highlighted by the screenings of Hollywood clips of all film releases for the next six months. "Dusty" Miller, humorist, was the dinner speaker, and City Manager Roger Stillwell was an honored guest.

Gifts were presented to Dick Dickerson, booker, who joins Loew's in New York after the first of the year, and to Harry Blaine, State manager, Greenville, O., who has resigned to enter private business in Dover, O.

## Loew's Showmen To Meet

NEW YORK—Ernie Emerling, Loew's Theatres advertising head, is planning an updated reprise of the major distributor product reels, exhibited recently at the TOA convention, as the kick-off for Loew's 1964 winter-spring showmanship conference to be held on Dec. 15-16-17, at the Americana. Over 100 managers, division managers, publicists and executives of the Loew circuit, nationally and locally, will attend these seminars.

The 1964 Loew's campaign will be a two-fold one—a celebration of the company's 60th anniversary and an intermural Arthur Tolchin-Bernie Myerson boxoffice drive.

## AA Reelects Board; Forecasts Profit Rise

HOLLYWOOD—The annual stockholders' meeting of Allied Artists Pictures Corporation was held at the company's offices here. Stockholders reelected the company's board for the ensuing year. The directors are Samuel Broidy, George D. Burrows, Sherrill Corwin, Claude A. Giroux, Roger W. Hurlock, W. Ray Johnson, Edward Morey, Paul Porzelt, Herman Rifkin, and Emanuel L. Wolf.

Broidy, president, stated that the company should earn a net profit for the present fiscal year, ending June 27, 1964, in excess of \$800,000.

The following officers were elected: Giroux, chairman of the board; Broidy, president; Burrows, executive vice-president; Morey, vice-president; Hurlock, vice-president; Earl Revoir, treasurer; Jack M. Sattinger, assistant vice-president and secretary; G. N. Blatchford, comptroller and assistant treasurer; Sam Sandberg, assistant treasurer; J. P. Friedhoff, assistant secretary; Milton Segal, assistant secretary; James Tierney, assistant secretary; and Lamar Criss, assistant comptroller.

The board also resolved not to declare the Dec. 15, 1963, quarterly dividend on the company's five and one-half percent cumulative preferred stock.

## SPG To Honor Freed

BEVERLY HILLS, CALIF.—Arthur Freed has been voted the unanimous choice of the executive board of the Screen Producers Guild to receive the 12th annual Milestone Award for "historic contribution to the world of motion picture entertainment," it was announced by Lawrence A. Weingarten, president, Screen Producers Guild. The award will be presented on March 1, 1964, when the Guild will hold its annual awards dinner in the International Ballroom of the Beverly Hilton Hotel.

Freed, incumbent president of the Academy of Motion Picture Arts and Sciences and former president of the Screen Producers Guild, was voted the Irving G. Thalberg award by the Academy in 1951. He has twice won the Academy's Best Produced Motion Picture award—for "An American in Paris" (1951) and "Gigi" (1958). A member of the American Society of Composers, Authors and Publishers, Freed has written many song hits.

## Col. Promotes Harris

OKLAHOMA CITY—Edward Harris, Oklahoma City salesman for Columbia Pictures, has been promoted to branch manager of the Oklahoma City office, replacing C. A. Gibbs who is retiring, according to Rube Jackter, Columbia Pictures vice-president and general sales manager.

The Oklahoma City branch will remain under the supervision of Ben Marcus, division manager.

## WB Drive Leaders

NEW YORK—Warner Bros. Albany, Charlotte, Atlanta, and Dallas branches hold down the first four places, respectively, in the cumulative standings at the end of six weeks of the six-month "Winners from Warners" sales drive.

During the sixth week alone, the Jacksonville, Vancouver, Charlotte, Memphis, Albany, Buffalo, Dallas, and Atlanta branches finished in that order.



What  
is  
**MAN'S  
FAVORITE  
SPORT?**

*...It takes a girl to  
supply the answer!*



*...and you'll find the happy answer at  
your boxoffice when the crowds gather!*

---



...He knows ALL the answers...

SHE  
LETS  
HIM  
THINK!



Rock Hudson ☆ Paula Prentiss

in a HOWARD HAWKS production

"Man's Favorite Sport?"

TECHNICOLOR®

with MARIA PERSCHY · CHARLENE HOLT *Music*-HENRY MANCINI

Screenplay by JOHN FENTON MURRAY and STEVE MCNEIL Directed and Produced by HOWARD HAWKS A UNIVERSAL RELEASE



UNIVERS  
CITY STUD





Otto Preminger and Mrs. Preminger are seen at their recent audience with His Holiness, Pope Paul VI, after a showing of the producer-director's Columbia release, "The Cardinal," at St. Peter's Auditoria in The Vatican.

## Mass. Theatre Landmark In Renovation Program

BOSTON—The Brattle, Cambridge, a landmark for years, which was first used as a legit theatre, then went to art films, is embarking on an extensive program of renovations, the biggest since its conversion to a motion picture house early in 1933.

Operators Bryant Haliday and Cy Harvey, who are also distributors with their Janus Films and in addition operate the Harvard Square Theatre, announced that they are assuring patrons of the 100-year-old building that there will be no move to turn the theatre into a "cold, glossy modern structure of plate glass and steel." They will "retain the building's old-fashioned charm while making it more convenient and comfortable," they stated.

An engineering survey made following the decline of the Brattle's air conditioning system during last summer's heat wave disclosed sufficient room for a new cooling unit in the backstage area, which will free considerable space in the basement, where the air conditioning is now housed. This will mean the creation of a large lobby on the lower level next to the Blue Parrot Coffee House, as well as a wider corridor leading to the rest rooms and the Club Casablanca through the Gropper Art Galleries, which will also be remodeled.

All these renovations and improvements are to be completed during the upcoming winter months, and will be followed by the construction of a new box office area. The Brattle is unique in being the only film theatre in the area which has its own bar, Club Casablanca, where patrons may order before and after the showings and during intermission.

## Schine Promotes Mills

GLOVERSVILLE, N. Y.—The appointment of Samuel J. Mills as acting director of advertising, publicity, and promotion for the Schine Circuit was announced by Seymour H. Evans, general manager of the chain.

Mills joined the Schine Circuit in 1958 as manager of the Strand, Delaware, Ohio. In 1961, he was promoted to Kentucky division manager with offices in Lexington. In 1962, Mills was named assistant director of advertising, publicity, and promotion with headquarters at the Schine home office in Gloversville.

Prior to joining Schine, Mills was associated with Wellman Theatres in Girard, Ohio, and Warner Theatres in Youngstown, Ohio.

# N.C. Integrationists Ask Change Of Trial From State To U.S. Court

GOLDSBORO, N. C. — Several young Negroes arrested on trespass charges during attempts to integrate motion picture houses in Goldsboro last August have asked that they be tried in federal rather than state courts.

Some 52 defendants have filed petitions in U. S. Eastern District Court here requesting the change, contending that trial in the state courts would violate their constitutional rights. Judge Algernon Butler has not set a hearing date on the petition, pending filing of an answer.

The petitioners were bound over to Wayne County Superior Court at a preliminary hearing before a Goldsboro magistrate following their arrests, and the Wayne County Grand Jury has just returned indictments against them. The indictments charge that the 52 defendants entered motion picture houses and downtown restaurants after being forbidden to do so and that they refused to leave after they were ordered off the premises.

In their petitions to have their cases transferred to federal court, the petitioners charge that the state "has evinced a flagrant and total disregard" for the constitutional rights under the Privileges or Immunities, Equal Protection, and Due Process clauses of the U. S. Constitution; that their arrests were made solely on the basis of color; and that trial in a state court would "in itself" be constitutionally unfair to them.

Superior Court Judge Albert W. Cowper, in Goldsboro, presiding over court, said that the petitions to have the cases moved to U. S. District Court are "a frontal attack not only on the State of North Carolina but on all the people of the state as well."

The cases were to have been tried before Judge Cowper, but the petitions in Federal Court automatically barred further action by the state pending a hearing.

"This matter disturbs me greatly," Judge Cowper declared in open court. "As far as I am concerned, this is war."

He said a statement by Negro attorneys for the defendants asserts that both the Superior Court and the Supreme Court of North Carolina are committed "to a program of depriving Negro citizens and their sympathizers of their constitutional rights."

"If this statement can be proven and sustained by the Federal Court," he said, "then there will be no court in North Carolina. This means anarchy for without courts we have anarchy and complete federal control."

He expressed the belief that the two Negro attorneys who verified statements in the petitions "are seriously bordering on contempt of court."

"Anyone who feels that way," he said, "is entitled to voluntary or involuntary disbarment." He said one of the attorneys, Sam

Mitchell of Raleigh, is a full-time employee of the NAACP. The other Negro attorney is Earl Whitted of Goldsboro.

"It would appear to me," Judge Cowper continued, that "radical wings of the Negro organization are seeking to obtain a superior right and to have the federal courts say that which is a crime for a white man is not a crime for a Negro or one aiding and abetting Negroes." One of the defendants awaiting trial, he explained, is a white man who demonstrated with the Negroes.

Judge Cowper said he "very strongly resented and denied" the claim made in the petition that "the several courts of North Carolina are committed to the practice and custom of depriving defendants of their constitutional rights"; that they cannot receive a fair trial unless they "obtain intervention of federal jurisdiction"; and that "the constitutional rights of the defendants cannot be redressed in the courts of North Carolina."

State Solicitor Archie L. Taylor said, "I'm still determined to try every one of them and will do so unless the federal courts stop me."

At High Point, where an uneasy truce in massive demonstrations against downtown motion picture houses is in effect, the chairman of the High Point Human Relations Commission, which was negotiating the Negroes' demands, has resigned from the body.

Arnold Koonce, High Point businessman, submitted his resignation a few days after he had a disagreement with two Negro members of the commission over the handling of commission reports and abruptly adjourned a meeting of the body.

The commission was set up in September as successor to the High Point Biracial Committee, which the Negro leaders had contended was dragging its feet on the issue of integrating the theatres.

At Lexington, three young Negro defendants, accused of murder in shooting a white man to death and wounding another in a race riot which broke out in connection with the demonstrations against theatres and restaurants there, were sentenced to prison on lesser charges.

The sentences came after one of the Negroes changed his "not guilty" plea to guilty of second degree murder, and the other two pleaded guilty to participating in a riot. Joe Poole, who submitted to the second-degree charge, was sentenced to four to seven years. The other two defendants, William C. Johnson, 18, and Roosevelt Smith, 21, were given six month terms for participating in a riot.

In imposing sentence, Superior Court Judge John R. McLaughlin said, "if it had not been for the white people that night," the slaying would not have occurred.

## Two Thrillers For Col.

LONDON—M. J. Frankovich, first vice-president of Columbia Pictures Corporation, has announced that Harry Saltzman will produce "The Ipcress File" and "Horse Under Water," Len Deighton's best-selling thriller novels. The films will be Lowndes Productions for Columbia release.

Both films, among the most important of Columbia's forthcoming projects, will go into production in 1964-65.

## Toronto Mayor Dies

TORONTO, CANADA — Donald Summer-ville, 48, Mayor of Toronto and active in Variety Club here, died of a heart attack while playing in a fund raising hockey match. He had been mayor of Toronto less than a year. The game had been scheduled between city leaders and members of the press, radio and television to raise funds for victims of the dam flood in Vaimont, Italy. The Mayor had once been a practice goalie for a pro hockey team.



# Detroit's "Mighty Wurlitzer" Roars Again, Restoring Glory Of The '20s

DETROIT—For those who have been around the industry for a long time, have distant memories, and enjoy reviving them, here is a vignette of nostalgia. It is so much so, it has begot much ink in the newspapers, with a particularly fine piece by staff writer James S. Pooler of the Detroit Free Press. And, the recollections evoked are not only local.

This all revolves around "The Mighty Wurlitzer" which was dedicated in 1928 when the Fox opened here. The late William Fox was in his heyday, building his circuit of superlative theatres, and the Detroit house was the super-superlative of them all.

It was the largest, in fact, in the country with its 5,300 seats. (When the late David Idzal assumed control in 1929, he put in a huge hydraulic orchestra pit and cut the capacity to 5,200, but it still remains second only to New York's Radio City.)

Its balcony had the biggest clear span in the world. Fittings, paintings, were costly and superb. It had in the lobby the world's biggest rug. (It weighed over two tons.) It stage was bigger than the Roxy in New York. It had transformers of sufficient power to run all of the then operating Detroit Street Railways.

But, the main attraction was "The Mighty Wurlitzer." In fact, opening night patrons didn't come primarily to view "Street Angel," starring Janet Gaynor and Charles Farrell, but to listen in awe to the organ. The key-board spotlighted would rise along with batteries of golden pipes. It had 77 stops and other push-buttons. It rose high enough for all to watch the dancing feet on the pedal keyboard. It was so powerful, chandeliers swayed. Publicity solemnly stated it was dangerous to play it at full volume, for this would engender the risk of cracking the marble pillars in the auditorium!

The days of Jesse Crawford of the Paramount in New York passed. So did those of Detroit organists, better-known than orchestra conductors. Gone were Merle Clark, Michigan; Marquerite Werner, United Artists; Jack Franz, Fox; Bob Clark, Capitol; Don Miller, State; Arthur Ravette, Adams; and Lew Betterly, Capitol.

The organs in the movie cathedrals across the country fell silent. Gradually, decay set in. This happened, too, to the eight concert grand pianos at the Fox, which operators Herman Cohen and his partner, manager Bill Brown, recently disposed of at about one tenth of their original cost.

Two years ago, a dedicated group calling itself the Detroit Organ Club appeared on the scene. Brown gave it permission to go into the lofts after the show closed. Countless nights they labored until dawn restoring "The Mighty Wurlitzer."

Once again, the pushbuttons for "Love," "Mother," "Passion," and "Romantic" were regiven their voices. Once again sounded the boat and train whistles, the bird calls, the thunder. It again imitated the piano, chimes, doorbells, telephones, surf, airplanes, and earthquakes. Then there was the "chase." The "fire" stop operates the same device except it has bells added.

When pristine glory was achieved, Brown, in return for its monumental work, permitted the club to give nocturnal concerts after show-time. At that, they had to put the

## Indiana TOA Affiliate Reelects All Officers

INDIANAPOLIS—All officers of Allied Theatre Owners of Indiana were reelected at the unit's convention here.

Reelected were president Richard Lochry; Maurice Robbins, vice-president; Rex Carr, treasurer; and Ann Craft, executive secretary. Lochry was named the unit's representative to Theatre Owners of America.

A new board member is John Galvin, who fills the vacancy caused by the death of Joseph Finneran.

The convention endorsed Allied of Indiana's affiliation with TOA. The unit was formerly a member of Allied States.

## Fuller Plans Comedy Series

HOLLYWOOD — Writer-producer-director Samuel Fuller, now completing "The Naked Kiss" which is being made under the Leon Fromkess-Sam Firks banner for Allied Artists, has announced completion of plans to make six comedies similar to those which starred Patsy Kelly and the late Thelma Todd for Hal Roach, Sr., many years ago.

Fuller's series will star Constance Towers, who topline the cast of "The Naked Kiss," and Miss Kelly, who has a featured role in that picture.

The first picture in the series, which Fuller will write, will deal with a pair of door-to-door salesladies. It tentatively has been titled "If A Lady Answers."

wraps on. A hotel built since the use of the organ had ceased complained about the noise.

The group went on to dismantle a similar organ installed also in 1928 at the Fisher when that house was recently converted to legitimate. Now it has leased the former Iris and is rebuilding that organ again for the club's use.

What sparks all this is that Ann Leaf was imported from the west coast, and at midnight Saturday gave a concert to a nostalgic audience which came not only from Detroit, but Indiana, Ohio, Canada, and many other places. They paid from \$2 to \$3 a ticket, and groups of 25 or over secured substantial reductions.

They remembered the old-time overtures, favorites in the 20s and 30s: "William Tell," "Tannhauser," "Zampa," "1812." They remembered "Blue Skies," "My Blue Heaven," and "Waltz Me Around Again Willie." They remembered the tenor in the white flannel plants and straw hat who led the singing, the bouncing ball, first the girls sing, then the boys, then altogether, and the thrilling thunder of "Stars and Stripes Forever."

Miss Leaf came in a week early to become acquainted with the monster she had to tame. She was billed as "The Mighty Mite of the Console."

This may become a regular feature, and a new generation continue to thrill as the "Mighty Wurlitzer" celebrates its 35th birthday, awakening from its Rip Van Winkelian slumber.

## Gov't, Industry Executives Join In Salute To Brandt

NEW YORK—Important industry executives and government officials—national, state and local—are serving on the honorary committee for the AGVA Youth Fund Dinner, sponsored by the American Guild of Variety Artists, in honor of Harry Brandt, to be held at the Waldorf-Astoria on Dec. 3, according to Joey Adams, chairman.

Public officials on the committee include Mayor Robert F. Wagner; Herbert H. Lehman; Senators Abraham Ribicoff, Gale McGee, George McGovern, Hubert Humphrey, Clair Engle, and Wayne Morse; Governors Edmund G. Brown of California and Richard J. Hughes of New Jersey; Congressmen Emanuel Celler and James Roosevelt; Franklin D. Roosevelt, Jr., Attorney General Louis J. Lefkowitz, Judge Samuel DiFalco, Edward R. Dudley, Abe Beame, Abe Stark, Senator Joseph Zaretski, and Edward F. Cavanagh, Jr.

Industry executives include Darryl F. Zanuck, Spyros P. Skouras, Robert O'Brien, Robert Weitman, Sol Schwartz, Richard F. Walsh, Louis Nizer, Harry Mandel, Saul Jeffee, Simon H. Fabian, Russell Downing, Eugene Picker, Major Albert Warner, and Charles Alicoate.

## MCA Earnings Up

NEW YORK — MCA, Inc., reported that consolidated unaudited net earnings for the nine months ended Sept. 30, 1963, totalled \$9,535,000, and after preferred dividends were equal to \$1.90 per share on the 4,538,770 outstanding shares of common stock.

This compares with \$9,197,000, equal to \$1.87 per share on the 4,519,603 outstanding shares of common for the similar period of 1962, exclusive of a non-recurring item of 46 cents per share for that period.

These figures include the company's interest in the reported consolidated net earnings of Decca Records, Inc., for the respective nine-month periods.

## Indonesia Tops U-I Drive

NEW YORK—Intrafilm, Universal distributor in Indonesia headed by Widodo Sukarno, took top honors in the recently concluded October Aboaf Month, five week sales salute which annually honors Universal International Films vice-president and foreign general manager Americo Aboaf.

Thirty-nine Universal overseas branches and distributors participated in the highly successful drive. Rudi Gottschalk, Universal manager for Brazil, captured second place honors, with Emil Jirka's Atlantic Film, Universal distributor for Austria, rounding out the three leaders.

## T-L East Gets "Act One"

BURBANK, CALIF.—"Act One," Dore Schary's motion picture production for Warner Bros. based on the best-selling autobiography of playwright-director Moss Hart, will have its pre-release world premiere on Thursday evening, Dec. 26, at the Trans-Lux East, New York, it is announced by Morey (Razz) Goldstein, Warner Bros. vice-president and general sales manager.

The premiere will be a gala invitational event, with tickets available to the public. The film will be presented on a continuous-performance basis.



# The NEW YORK Scene

By Mel Konecoff

LAST WEEK, we've got tabbed in our calendar book as Big Wheel Week on account, naturally enough, of the big wheels we saw. We'll reminisce in the order we saw them in order to avoid billing difficulties.

20th-Fox vice president Jonas Rosenfield, Jr.: Let me introduce Joe Sugar.

20th-Fox vice-president in charge of domestic sales Joseph M. Sugar: Besides reporting the taking of "The Longest Day" out of circulation until next June 6 when the 20th anniversary of D-Day will be celebrated, he said that he was happy with "Cleopatra" in the 44 domestic theatres it's played, but it's too early to estimate a gross. He said it's impossible to say anything about National Allied's picture buying plan presently in the works until he sees it finalized on paper. He did say that if it's good for the industry, he's in favor of it.

20th-Fox vice-president Jonas Rosenfield, Jr.: Let me present James Stewart.

Actor and Air Force General James Stewart: Gosh, but it's good to get out of Hollywood once in a while to find that there are still audiences around who have a tremendous interest in American movies, said he. He did some personal appearances in Texas for "Take Her She's Mine," as well as press work there and elsewhere, and he thinks the Interstate Theatres down there are hard to beat when it comes to equipment, cleanliness, and fine appearance, as well as showmanship. He didn't think that personalities should hit the road unless they're prepared to answer off-beat and sometimes hostile questions. A routine appearance by a star on behalf of his latest film is just not enough, and he was surprised and pleased at the reaction he encountered, even to his accordion playing, which he labeled as "lousy."

Stewart recalled his first personal appearance many years ago in San Francisco, and he thought he should be prepared so he asked Morey Amsterdam for some one-line jokes. Amsterdam is still using some of them, he thought. He admitted that he was getting a percentage of the gross of the film, but he thought that stars ought to be flexible in their deals and not make demands that will strap the film makers. He also admitted that he was one of the first stars to start the percentage business years ago at Universal. Stewart has no desire to form his own production company for tax or any other reasons, preferring to just stick to acting. He can and does make up to three pictures per year.

Stewart recommended touring to others because it was good for the soul and morale to find out that people still appreciated personalities. He didn't want to just stick to family pictures, although his next, "Erasmus With Freckles," is such and starts February or March. Audiences should be offered a wider variety of film fare, opined he, and also, too many downbeat pictures are being made. People want to go to the movies but just can't find a wide enough selection much of the time.

He recalled when he appeared in "Anatomy of a Murder," he got hundreds of letters objecting to his appearance which, they felt, ruined the image he established over the years. He took the letters seriously despite the critical acclaim, but he also admitted that if he got a comparable offer, he might succumb again. After all, there are so few good parts and time's awastin'. His father thought it was the best picture he had ever seen, and he didn't like his son in westerns, not caring for the way he rode a horse or the way he mounted 'em. He also fell asleep during most of his pictures. Not so his mom, who just watches him on screen, and never mind the plot.

Rosenfield thought personal appearances by stars like Stewart and Sandra Dee could increase the gross of a picture by 15 per cent in Texas and 10 per cent nationally.

UA ADVERTISING and publicity director Gabe Sumner: When is a sleeper not a sleeper, he asked at a conference the other day. When it's a film like "Ladybug, Ladybug," he answered, which he considers a film of intended quality and which will have openings to qualify for Academy Award consideration as well as a proper campaign.

UA vice-president Fred Goldberg: As an officer of UA, he said the company was proud to be associated with the film's director-producer, Frank Perry, especially after seeing the film, which can stand on its own without having to lean on Perry's other acclaimed hit, "David and Lisa."

Frank Perry: He's happy because he brought the film in on time, 35 days, and on budget, \$320,000. He's so convinced that it's a better film than "David and Lisa" that he and his wife are willing to devote every ounce of energy to selling the picture. He'll even throw his kids into the pot to help with the selling, and he'll go anywhere, with or without his wife over the next three months. Perry believes that the producer-exhibitor relationship is a very important one, and he wants to work with exhibitors as much as possible, not only in the U.S. but also abroad if possible.

He would like to continue to make films for UA, his favorite company, but bigger and perhaps slightly more expensive films that have something to say, with a bit more time to shoot them. He's hoping for 50 days of shooting, and he would not be adverse to using stars, claiming that some of his best friends are stars. He might not like his daughter to marry one, but there are many around with talent. Perry has no idea as to what his next project will be, perhaps a comedy, and he'd like to make it here and not abroad.

THE METROPOLITAN SCENE: Aside to Irving Hattem: Sorry we couldn't make your first anniversary celebration of the Essex Theatre with all the hoopla and champagne, but accept our congrats anyway. . . . Aside to Hearst Advertising Service's Irving Lester: Thanks for the foto. That really is a good camera. . . . When Richard Chamberlain appeared at the Paramount for personal appearances, it was almost like the old days, what with dedicated females intent on greeting him everywhere he went. They wouldn't take no for an answer. The same thing happened up in Boston, we are informed. His film is MGM's "Twilight of Honor."



Wave after wave of girl fans made the recent personal appearances of Richard Chamberlain, star of MGM's "Twilight Of Honor," at the New York Paramount a memorable one. Here is a near mob scene in the theatre lobby.

## 1,000-Seater For Edwards

HUNTINGTON BEACH, CALIF.—Scheduled for a spring opening in 1964, will be the new "Beach Theatre," located in the Five Points Shopping Center at Main Street, Huntington Beach and Highway 39.

This \$742,000 movie theatre will house 1,055 staggered and widely spaced loge quality seats and will accept any of the new screen widths, curved or straight. This will allow Todd 150, Cinemiracle, Cinerama, 70mm, and other contemplated processes to be shown with a minimum of adjustment to the new building. The design will be a front entering structure with a prominent feature being the curved signs and marquees, the vaulted entrance canopy, and the cameo shaped show cases.

The building will be of masonry construction and will be air-conditioned with a 4 zone 75 ton system. All ceilings will be acoustically treated to compliment the transistorized stereo sound. Colors and materials inside and out will be coordinated by the architect in order that a theme of comfort and elegance will carry throughout. This will include specially designed lighting fixtures, custom carpeting, etc. As part of the shopping center, parking is ample and orients the theatre to the convenience of its patrons.

**More  
light  
+  
slower burn=  
lower costs**

**NATIONAL**  
TRADE MARK

**PROJECTOR  
CARBONS**



# LONDON Observations

by Jock MacGregor

CARL FOREMAN was as nervous as hell as he waited with his stars in the presentation line for the Royal Party at the premiere of "The Victors." I was standing nearby and felt for him as he tried to comfort others in his effort to ease his ordeal, and worried as to what he would do with his cigarette when the Duke of Edinburgh arrived. It was only natural that he should be in such a state. For many, many months he had lived and breathed this gargantuan anti-war film. He had scripted, produced, and directed it entirely unaided. It had become part of his life. Shortly, he was to know whether he had succeeded with the subject which means so much to him personally.

This was one of the great nights of the cinema. Despite torrential rain, many lined the sidewalks. In the Leicester Square Odeon, there was that magic, electric air of anticipation. It was the sort of evening for which the ladies spend the day at the hairdresser and insist on a new dress. The auditorium positively shimmered with the sheen of mink and sable and sparkle of countless diamonds. Such a thrill can never be experienced from watching tv at home. At the end of three brilliant, enthralling hours, punctuated with some of the most sickening stomach punches ever to be delivered by the screen—the women in front of me turned their heads during several particularly painful scenes—Carl got his answer. Along with Melina Mercouri, George Hamilton, Santa Berger, George Peppard, Eli Wallich, Peter Fonda, James Mitchum, and others, he was introduced on the stage as though it had been a live show. The reception must have replaced the years which the production had taken off his life. The takings were an all time record.

**AFTER THE MAGNIFICENCE** of this occasion, it is an anticlimax to have to refer to the current crisis. Frankly, confusing statements and lack of actual titles involved make true assessment hard. Numbers are bandied around, but it is not clear how many of these are available, still being completed, or are duds. Many suspect it is a storm in a teacup which is being fostered for hidden reasons. An unescapable fact, however, is that there are now too many studio stages for home market requirements unless more producers join the trend towards bigger pictures which need longer schedules, and make a greater effort to sell overseas. After all, in the vastly important American market, it is the exhibitor who is screaming—for product.

The greatest pity is that certain people, instead of snipping at the circuits, do not get on to promoting their own pictures with equal fervor. Who knows—they might even create an interest in them! Even they should realize that this knocking in the press and on tv can drive people away from circuit houses which may or will be showing their own product. By shouting in public, they can but damage themselves in the long run.

I lunched British Lion's David Kingsley. His company is the center of the trouble. Naturally, he is worried. His pictures go to both ABC and Rank. In consequence, it is not decided to which they will be first offered until they are completed. Some, mainly in the X-Adults only category, have had to wait months for release. His complaint, that registered most, was that while both circuits had agreed to play certain subjects, they had not given him actual dates. This is handicapping his planning. These hold-ups are restricting the flow of finance, and he fears an ultimate product shortage.

**FOR ONE NIGHT**, the industry did forget its problems—well almost. Circuit, production, and distribution chiefs accepted Jim Carreras' invitation to become Disciples of Dracula and pay tribute to Tony Hines on his 50th production. "Evil of Frankenstein," which is a pretty unique record for a 41-year-old. As someone topically quipped, "It's not making 'em, it's getting 'em shown that's the problem." It was among the industry's most memorable parties, and not a showmanship stop was left unpulled. The Savoy's stately Lancaster Room, where many a politician has expounded, has never seen the likes, and I doubt whether it will ever really recover. The emphasis was on evil. Black witches hovered—thank heaven they soon transformed into fairies or something—handing out suitable potions. Later they bade us wear sinister black, crimson lined cloaks for the rest of the evening. And really, even without the green lights, we looked a pretty evil lot. Under the circumstances, it might be considered personal to make special mention of anyone. Monsters lined the walls, coffins littered the floor, and an open grave formed the center piece of the long table. Places were marked with skeletons bearing the guest's name. It was a great night. Tony must make another 50 box office hits in double quick time. It is not every day that one meets a skeleton with one's name on it, I meditated, as I poured a petrified self into a hearse for the journey home.

**THE CRITICS CIRCLE** celebrated its golden jubilee with a Savoy dinner. While there was a smattering of film people, this was more an evening of the theatre and music and entirely worthy of the occasion. The principal speakers were the Earl of Harewood and the Lord Cobbold, the Lord Chamberlain, who through a historical quirk remains the censor of plays. The latter spoke of his problems. His biggest is that with a finished film there can be no changes, but with a play, one company might present it with the utmost integrity and another go for sensationalism. Bill Luckwell held a Claridge's reception to launch a new tv series next spring, "Freedom Prison." Concerning the governor of a woman's open prison, it will star Anna Neagle. Each episode will last an hour. . . . "From Ru\$\$ia With love" has wound up with a fabulous \$464,800 from Rank's London release houses—and many chortle when they take half that amount. Now so many are grabbing "Dr. No" for replay or second run, it is reckoned the picture will take an extra \$170,000 plus Eady. The Eckarts, who have twin theatres in the same Manchester building, have played "No" in one and "Russia" in the other to hold over business. Rank's "Bitter Harvest" has done better than anticipated and inspired the quip that "The Birds" ain't devoured all the corn. Ouch.

## Brazil Prefers U.S. Films,



The facade of the new ABC Coliseum Cinerama Theatre, Glasgow, Scotland. This is the second Cinerama theatre opened by ABC in the last fortnight.

## Brazil Prefers U.S. Films, Visiting Journalists Say

**NEW YORK**—The international film relations committee of the Motion Picture Export Association of America at their regular monthly luncheon meeting entertained a group of four Brazilian journalists.

Harry Stone, MPEAA representative headquartered in Rio de Janeiro, was also on hand to greet the Brazilian delegation, which included Luiz Alipio de Barros, Octavio Bomfim, Sergio Augusto Pinto, and Alberto Shatovsky.

The chairman of the committee, Leonard Palumbo, welcomed the visiting journalists. The discussion covered many phases of film promotion and dealt especially with the kinds of material that foreign publications find most helpful. Harry Stone made a brief report on the Brazilian market for American films and cited particularly the rapid expansion of the outlying cities outside of Rio and Sao Paulo.

Octavio Bomfim, spokesman for the group, in thanking the committee for their hospitality, said: "Despite the increasing competition from other countries such as Italy and France, the Brazilian people still prefer to see Hollywood films and to enjoy Hollywood stars on the screen. The American motion picture industry should do everything possible to maintain and to increase this tremendous reservoir of goodwill it now enjoys."

## When On Sunday?

**ALBANY**—The Legislature, convening Jan. 8, will face the controversial question—as did the 1959 Senate and Assembly—of whether the starting time for Sunday public sports and public entertainment, including motion pictures, should be advanced from 2 p.m. to 1:05 p.m.

Senator William F. Condon, Yonkers Republican, has prefiled a bill, identical with the one he sponsored four years ago and which won legislative approval only to be vetoed by Gov. Nelson A. Rockefeller for formal introduction.

## MGM Names Griffen

**NEW YORK**—Robert H. O'Brien, president of Metro-Goldwyn-Mayer, Inc., announced that Arvid Griffen has been appointed managing director of Metro-Goldwyn-Mayer British Studios.



## ALBANY

Walter Reade-Sterling Music Corporation recorded a certificate authorizing it to conduct a music publishing business in New York. . . . Norman Weitman, one-time Albany branch manager for Universal, later associated with Lopert Pictures, and now on the staff of Walter Reade-Sterling, Inc., was in on a sales mission. . . . A hitch has developed in the plan to move MGM from its long-established offices at 1060 Broadway to the RTA Building, 991 Broadway. The cost of remodeling quarters on the second floor of the RTA Building to accommodate MGM was found to be higher than expected. One story was that MGM might switch to the Dearstyne Building in the downtown business district. . . . The Variety Club held a meeting on the mezzanine of Schine Ten Eyck Hotel. The club may decide to sponsor a benefit ballet show at the Palace. . . . According to columnist Van Olinda, The Times-Union, the Hellman has first "yes or no" on "It's A Mad, Mad, Mad, Mad World," the United Artists-Cinerama comedy. . . . E. David Rosen, Fabian Theatres' home office, checked the Albany and Schenectady operation. . . . Phil Rapp, Fabian city manager in the Electric City, vacationed in Florida, with Gene Gannott substituting for him as manager of Proctor's.

## ATLANTA

John and Ruth Carter unveiled their refurbished and renovated Fine Art Cinema, which reopened with Embassy's "8½." Main features are the new seats and a new screen which necessitated widening of the stage proscenium to the full width of the auditorium. . . . Lawrence and Betty Woolner, Woolner Productions, New Orleans, returned after a visit to Europe. . . . J. D. Daniels is new owner of the Pal, Soperton, Ga., formerly operated by Pal Amusement Company. . . . Jeri Barnes, daughter of R. J. (Hap) Barnes, theatre owner in Knoxville, Tenn., left for New York City and Athens, Greece. . . . Harry Thomas, Thomas Productions, Los Angeles, visited Film Row. . . . The local Fox has reactivated the mighty Mohler 4-42 theatre organ, and it will begin to entertain patrons weekly after months of tedious and expensive repairs and renovation.

## BOSTON

In his very first try in the field of politics, a Greater Boston exhibitor made the grade. Lloyd Clark, Melrose, Mass., president of Wellington-Circle Medford Twin Drive-In, Medford, Mass., Granada, Malden, Mass., and Malden bank official, was elected Alderman-At-Large in the town of Melrose, where he, his wife, and two children reside.

Second National Pictures, Sam Richmond and Mike Segal, are kicking off a saturation run in key cities in New England on "Alone Against Rome" and "Witch's Curse" (Medallion). The double bill opens at the Center in Boston early in December at the Paramount. Films will be played by Paramount (NET) Theatres and Stanley Warner Theatres in New England. . . . One of the biggest campaigns in history is being undertaken here by Columbia for the world premiere of "The Cardinal," with a roster of stars coming in for the Dec. 11 Gala at the Saxon. . . . Among those in for the premiere will be Tom Tryon, Carol Lynley, Ossie Davis, Producer Otto Preminger and assistant to the producer Nat Rudick. Among the distinguished first night



Veteran showman Spencer V. Balser, retired film buyer for the Basil Brothers Circuit in Buffalo, was feted recently by Buffalo Variety Club, Tent Seven, at a testimonial dinner in the clubrooms. Seen congratulating Mr. and Mrs. Balser, at left, is William Basil, circuit head.

guests will be Richard Cardinal Cushing, who is sponsoring the world premiere. . . . American International Pictures is going all out in a multiple run for New England saturation, Harvey Appell, branch manager, announced. The multiple run pictures are "Goliath and the Sins of Babylon" and "Samson and the Slave Queen." They open at the Center in Boston on Dec. 18, and 75 theatres in New England. "Summer Holiday" is set for the Center on Jan. 15. Next in the lineup of AIP product is "Comedy of Terrors," set for the Center on Feb. 21. Next is "Under Age," due March 18, and "Muscle Beach Party," due April 17.

## CHARLOTTE

The Carolina and Winston, Winston-Salem, N. C., announced that they have stopped giving discount rates to junior high and high school students because the policy had not been worthwhile. In the past, the two houses had issued passes to the Winston-Salem and Forsyth County school systems for distribution to students over 12. The passes admitted students to the two houses for an admission price lower than that paid by adults. In announcing discontinuance of the plan, Dan Austell, manager, Carolina, said no new passes were issued at the beginning of the new school year in September, but those issued last year were honored until Nov. 2. He said not enough students attended the two houses on these passes to warrant the expense involved in printing about 50,000 of them a year. Austell said he and other theatre officials would be "more than happy" to talk with PTA or school officials to see what can be done about the student pass situation in the future.

## Atlanta Exhib Indicted For Showing "Balcony"

ATLANTA—The DeKalk County Grand Jury has indicted James Kelley, manager, Kirkwood Adult Theatre, on charges of showing an alleged obscene film, "The Balcony," released by Continental.

Date of the trial has not been set and it was not known whether the indictment included the theatre operator, Academy Theatres, Inc.

Kelley remained free on the \$250 bond posted when he was first arrested.

The jury made no mention of just what in the film it regarded as obscene.

## CHICAGO

McVickers completed refurbishing program in time for the Nov. 19 opening of "It's a Mad, Mad, Mad, Mad World." The improvements include a new 100 by 15 ft. wine red curtain, theatre seats renewed by the Chicago Used Chair Co., recarpeting of the auditorium, and renovation of all marblized surfaces.

Maryland Theatre, Balaban and Katz's south side showplace, completed its extensive redecorating program in time for the exclusive area showing of "Lawrence of Arabia." The Century, another house in the B and K chain, completed refurbishment from sidewalk to screen in time for the opening of "The V.I.P.s." B and K's Eddie Seguin reports that all theatres in the circuit are being decorated, keeping "a corps of artisans and decorators busy at night who have been covering the circuit for many weeks." . . . Sam Lesner, Chicago Daily News, was the only Chicago critic present by invitation at the San Francisco International Film Festival. Lesner, commenting on the Festival, had this to say: "It strongly fortified my belief that an annual American international film festival in Hollywood, if not in San Francisco or in Washington, D. C., where one is planned for 1965, would be a valuable adjunct to the United Nations General Assembly meeting." . . . Chicago amusement tax collections for October were \$16,097, a figure \$5,000 less than for the collections in October, 1962. Total tax collections for the first 10 months of 1963 were \$245,017, representing a 15 per cent drop over the same period in 1962. . . . Arlington, Arlington, Ill., under Don Knapp's management, has reopened after being remodeled. . . . REP Productions has been formed to produce stage shows for theatres, including film theatres, by P. Spann. . . . Women's Variety Club held its annual dinner dance at Pick Congress Hotel. Proceeds from the affair will be turned over to LaRabida Sanitarium. . . . Joan Crawford was chairwoman of "Stars for Mental Health," a ball and dinner given at Conrad Hilton Hotel. . . . Harry G. Kipke of Coca Cola Company, president of Chicago convention bureau, reports that 1,127,920 persons came to Chicago to attend conventions and other trade showings during the first 10 months of 1963, breaking all previous records. Kipke estimates that the total for 1963 will exceed 1,300,000, bringing more than 300 million dollars of business to Chicago, including the amusement trade.

## CINCINNATI

Harry J. Sheeran, 64, assistant branch manager here for MGM, and associated in the motion picture industry during the past 25 years, died following a long illness. . . . Russ Jones, manager of Cincinnati Theatres' Woodlawn Drive-In, has been appointed manager of the art Hyde Park, succeeding Michael Meyer, who has been named relief manager. . . . Among those attending the Independent Theatre Owners of Ohio convention were Ray Russo, 20th-Fox manager; Al Kolkmeier, manager, Frank Schreiber, sales, Universal; Ted Levy, district manager, William Brower, manager, BV; and Jack Haynes, Cincinnati Theatres general manager.

## COLUMBUS, O.

Stage and screen star Anna Maria Alberghetti was a local visitor last week. . . . Ed McGlone, RKO Palace manager, returned from a New York vacation. . . . Sam Shubouf, Loew's Ohio manager, will go to New York in mid-December for a Loew's managers'



meeting. . . . Stanley Kramer's Cinerama special, "It's a Mad, Mad, Mad, Mad World," is expected to open early in 1964 at RKO Grand.

## DALLAS

Joe Jackson, Interstate Theatres, was re-elected for a second term the chief barker of the Dallas Variety Club. Also reelected were Bill Slaughter, first assistant chief barker, Rowley United Theatres; Ed Gall, second assistant; and Meyer Tachofsky, dough guy. W. L. Marshall was elected property master. Three new crew members were elected to serve on the board—Don Grierson, American International Pictures; Walter Morgan and Debs Hayle, Jefferson Amusement Co. Board members reelected were Sol Sachs, Raymond Willie, and Alfred Sack. Msgr. W. J. Bender, Rabbi Levi A. Olan, and the Rev. Kenneth M. Snyder were named chaplains for the year. Delegates selected for the next Variety international convention were Jackson, Gordon McClendon, and Edwin Tobolowsky, with alternates being Marshall, John Allen, and Sack. . . . Morey Goldstein, general sales manager for Warner Bros., was in Dallas for one of four regional meetings with branch and district managers to discuss the studio's releasing schedules for the next six months. . . . Local movie fans may enter a contest to spend a weekend with one of the four young stars of "Palm Springs Weekend"—Troy Donahue, Robert Conrad, Ty Hardin, or Connie Stevens. All they need to do is send in a postcard picking the one they like best in the film to Warner Bros. in New York. The contest runs until Feb. 14, 1964. The film is due in at the Majestic next month. A drawing will be held to select the winner who will have the choice of going to Hollywood for a weekend visit with the star of his choice or have the star come to his home town for a date. . . . Anne Packet has replaced Marie Kookston at the Rowley United office as booking section secretary. . . . A new circular motion picture theatre is in the planning stage for Dallas, to be built within the next year. Featuring a new wide screen process, the theatre will be operated by a national theatre circuit which is not now operating in the city.

## DENVER

The Denver District Court dismissed a suit filed in 1961 against the RKO Orpheum, in which the plaintiff claimed the theatre was negligent and careless in not providing proper waiting room after selling her a ticket and not admitting her to the theatre after the film, "Psycho," had started. The girl fainted and broke a tooth while waiting in line. . . . Former Denver showman "Rick" Ricketson, Jr., has tendered his resignation as president of the Central City Opera House Association. One of the founders of the organization in the early 30's, Ricketson has guided its destinies with great success. . . . Art Hawkrig, manager, Bluebird, and his wife Linda are the proud parents of a baby daughter named Tamara Lynn. . . . Fox Intermountain Theatres is hosting this month's industry luncheon at the Cosmopolitan Hotel. Charlie Alum, Ray Davis, and John Denman are the reception committee. . . . Ralph Batschlet, manager, has been selected for the 13th consecutive year by the Rocky Mountain News to host and m.c. their annual Golden Wedding Party, an affair for the oldsters that has reached huge proportions and draws its guests from five states.



Philip "Mucker" Stein, owner, Film Transportation Company, Inc., recently presented a film truck to be used for delivery of Jimmy Fund supplies to William S. Koster and George Patenaude, of Variety Club of New England.

## DES MOINES

A. H. Blank, 84-year-old pioneer Des Moines exhibitor, has offered the city of Des Moines \$150,000 to build a children's zoo. Blank's offer is conditioned on the city development of a 132-acre tract in Fort Des Moines as a park and recreation area. The zoo would be built on two-acres of the land. . . . Marvin Graybeal, city manager at Waterloo, Ia., for Tri-States theatres, has been named as manager of the Tri-State Paramount, Kansas City, succeeding Harold B. Lyon, resigned. . . . Bill Towey, manager, Fort, Rock Island, Ill., has been transferred to Waterloo to succeed Graybeal, and Roy Oldfield, manager, Rivoli, Hastings, Neb., will take over the Fort at Rock Island. Horace Spencer, manager, Rocket, Rock Island, has been transferred to Hastings to succeed Oldfield. Mike Geater, Ingersoll, Des Moines, will go to Rock Island to take over the Rocket, and Robert Montgomery, assistant manager at the Des Moines theatre, will take over the Ingersoll as manager. . . . The Orpheum, North English, Ia., has reopened following a redecorating program. . . . Josephin Korte is the new biller at the Columbia exchange in Des Moines, succeeding Mary Miller, who will move to Minneapolis.

## DETROIT

A racial film, "We'll Never Turn Back," has had several screenings here. Made in Mississippi, it concerns Negro voting in the south. Charles Diggs (D), Representative in the Michigan Legislature, has made available for the showings his House of Diggs, a funeral home with a largely Negro clientele. Maker of the film was the Student Non-Violent Coordinating Committee.

## HOUSTON

Bill Lewis, Columbia publicist, brought three Hollywood starlets here in behalf of "Under the Yum Yum Tree" currently showing at the Windsor. The trio included Vicki London, Janey Dey, and Marissa Methes. . . . The Hamlet Cabaret Theatre is shifting its emphasis to film screenings. "Lust for Life," which opened the theatre's venture into the film business, is being shown five times daily beginning at 1:30 p.m. The theatre is using a 16 mm projection system with a CinemaScope screen. . . . Bill Roberts, columnist with the Houston Post, attended the recent premiere showing of "Take Her, She's Mine" in Abilene, Tex. He also accompanied the tour group of James Stewart and Sandra

Dee to Dallas. . . . Jane Powell, singing star of many a movie, will head a variety entertainment called "Just Twenty Plus Me" in the Music Hall on Jan. 31. . . . The Alabama is offering a special students' special to the showing of "Lord of the Flies." The price will be 50 cents for all students until 6 p.m. . . . Kimberly Block, six-year-old youngster who plays the daughter of Steve McQueen and Lee Remick in the filming of "The Traveling Lady," now shooting in the Columbus-Wharton, Tex., area, is among a number of Texans in the cast. Others will be signed up as shooting progresses. . . . Bernard Murphy, Houston Post, in an interview with David N. Howell, Young Men's Christian Association world service, reported that Howell stated that cheap American movies are carrying all the worst in Western civilization to the developing countries of Africa. Howell, now on furlough in the United States, is general secretary of the national council of the YMCA in Liberia and is fraternal secretary for the North American YMCAs. Howell said there has been no teen age gangs, little crime in Liberia, but that it was coming, and "the awful movies we send over are helping to encourage the growth of violence." He pointed out that "because they are cheap to make and cheap to buy, these gangster and low-life movies are sold to Africa. They present an image of the United States which shows Americans as gangsters of the Al Capone era. They are full of killings, bar-room scenes and brutality, and crimes."

## JACKSONVILLE

Howard Palmer, city manager for Kent Theatres, which recently took over operation of the Lake Forest Drive-In from Joe Musleh, staged a "let's get acquainted" program at the Lake Forest with a 10 cents admission price for all patrons. . . . Amusements writers Judge May and Bill Means, respectively of the Florida Times-Union and the Jacksonville Journal dailies, both gave the coveted feature reviews to Roger Vadim's French production of "Please, Not Now," starring his former wife, Brigitte Bardot, when it opened day-and-date on a first-run basis at Meiselman's Fox and Midway drive-ins and Kent's Main Street drive-in. . . . Two local WOMPI members have been named as heads of WOMPI International working committees. Those honored were Mary Hart, Florida State Theatres home office, chairman of the ways and means committee and Kathleen "Kitty" Dowell, Capitol Releasing Corp., chairman of the industry service committee. . . . The WOMPI group donated a grand total of 1489½ hours of service to the Motion Picture Charity Club in its sponsorship of the midway attractions at the Jacksonville Agricultural and Industrial Fair during a run of 11 days and nights at the Coliseum and Gator Bowl. . . . In another whopping big donation of their off-duty hours, WOMPI members spent 666½ hours in publicizing the coming Thanksgiving run of "McLintock" at the downtown Florida. All MPCC and WOMPI members (with one anonymous exception) who worked at the fair wore large badges ("McLintock" is McNificent! Ask me) and answered thousands of questions from patrons of the fair concerning the motion picture. . . . A group of WOMPI volunteers monitored the votes of persons who viewed the sidewalk art show which Iva Lowe, WOMPI manager of the San Marco Art, held in front of the theatre to celebrate American Art Week. Several fine prizes, which Mrs. Lowe had promoted from friendly merchants, were



awarded to the winning voters. Assisting in preparing the show were Marty Shearn, manager, Center, and Al Hildreth, manager, Empress. . . . Bill Humphreys, Capitol Releasing Corp. manager, began preparations for closing his office in the Florida Theatre Bldg. . . . Samuel Abraham, Coral Gables, has acquired the Palms, Delray Beach, from former owner H. E. Case. . . . The Sunrise Drive-In, Fort Lauderdale, has been closed for an indefinite period by Bailey Theatres of Atlanta. . . . Another closing was that of the Jones, Graceville, by H. W. Stewart. . . . Jim Tosto, owner of the Goulds, Goulds, is doing his own booking and buying. . . . J. S. Carscallan, owner, Skyway Drive-In, Tampa, made plans to close his outdoorer from Nov. 30 through Christmas as he has done in past years. . . . The Plaza, Orlando, glittering new unit of Florida State Theatres, has been widely advertised as the "south's first luxurious rocking chair theatre." Paul Marsden, former manager, FST's Colony, Winter Park, has been promoted to management of the new Plaza to work under the Orlando city managership of Walter Colby. . . . James "Jimmy" Langston, former assistant to Bill Duggan, manager, Florida, Gainesville, has been selected to manage the Colony. Jimmy began his managerial career at the old Palace, Jacksonville. . . . Wesley Brown, former FST relief manager in Miami, is now managing FST's Florida, Fort Lauderdale. . . . In another FST managerial change, Hal Cummings moved from acting manager of the Florida, Fort Lauderdale, to the Palms, West Palm Beach. . . . A devoted group of WOMPI members gave a heartwarming birthday party and an early Thanksgiving turkey dinner for residents of the All Saints Home for the Aged. WOMPI members preparing the event were Anne Dillon, who performed the chef's role, and president Ida Belle Levey, Joyce Malmberg, Edwina Ray, Lillian Woodruff, Betty Healey, Kitty Dowell, Vivian Ganas, and Mildred Land. . . . Edwina Ray, FST home office, became the new treasurer of WOMPI, succeeding Enidzell "Easy" Raulerson, Florida, who resigned under the pressure of other obligations. . . . Joyce Malmberg, Allied Artists, is a new WOMPI board member, replacing Edna Nofal, formerly of the Lake Forest Drive-In, who has become a WOMPI sustaining member. . . . Robert "Bob" Baum, managing director, Roosevelt, delighted the WOMPI membership with his gift of a 30-cup electric coffee maker for use at WOMPI business meetings and social affairs. . . . Sandra Abdullah has replaced Sarah Harrell, who resigned as billing clerk in the Columbia office. . . . Dan Dooley, teletype operator at MGM, has wedded the former Miss Joyce Conrad. . . . Barbara "Sunny" Greenwood, WOMPI booker at Universal, announced the formation of a new Film Row bowling league called "the Missing Links." . . . Marjorie Roberson returned to the MGM office after a period of hospitalization to find herself listed as the new secretary to branch manager Bob Capps. . . . Sandra Smoot is the new secretary to Jennings Easley, MGM office manager. . . . A new addition to the MGM office is Brenda Brazil, formerly secretary to Tom Sawyer at the FST home office. . . . Marty Shearn, manager, FST's downtown Center, has promoted Robert Jones, formerly an usher, to a new position as his assistant manager. . . . C. H. "Danny" Deaver, manager, Meiselman's first-run Town and Country, closed the theatre for a few days to carry out an around-the-clock redecorating program prior to his Thanksgiving opening of "Fun in Acapulco."

## MGM Supports Hyman's April-May Project

**NEW YORK**—Morris Lefko, Metro-Goldwyn-Mayer vice-president and general sales manager, announced that MGM would provide full support for the current phase of Edward L. Hyman's "orderly release plan designed to avert the traditional orphan period in April-May theatre business."

Hyman, vice-president of AB-PT, described the current plan as, "an all-out project campaign for April-May '64 in the theatres of both the United States and Canada." With the cooperation of all major motion picture companies, who are expected to give full support to the orderly release plan, a major grass roots program designed to stimulate business in this traditionally slow period has been initiated by Hyman.

In his statement, Lefko said, "Metro-Goldwyn-Mayer pledges complete support of this much needed boost to April-May business with a line-up of prime MGM products."

## MEMPHIS

New Theatre, Caraway, Ark., closed. . . . Drive-In closings in the area include Carroll, Huntingdon, Tenn.; Raco, Covington, Tenn.; Cherokee, Cherokee, Ala.; and Twilite, Bruce, Miss. . . . The Better Films Council, Mrs. James Fall Hall, president, were guests of the Warner for a preview of "Take Her, She's Mine." Mrs. Hall announces the Council's annual Christmas party will be Dec. 4 at Brooks Art Gallery.

Iuka Drive-in, Iuka, Miss., closed for the winter season. . . . Ronald Romero is operating Rosewood, Memphis. . . . Connie Richards, amusements editor for Memphis' morning newspaper, and Edwin Howard, her opposite on the city's afternoon newspaper, wrote many columns in their papers about the international press Hollywood preview of "It's A Mad, Mad, Mad, Mad World." "More than 250 reporters are settling back to daily routines," wrote Miss Richards. "The jaunt was a whopping success. A newspaper office doesn't have the same charm as the poolside press room at the Beverly Hilton, and after our brief fling on the West Coast, it's a dull, dull, dull world." "What could be madder than spending \$400,000, the price of two films like 'David and Lisa' on a press preview?" asked Press Scimitar's Edwin Howard. "And to producer-director Stanley Kramer and United Artists, who had already spent \$9 million to make the movie, the hundred grand a day for the preview is simply 'mad' money." . . . Ten of the fantastic costumes designed for Elizabeth Taylor and her handmaidens in "Cleopatra" were put on display at the local Sears store on department store dummies. The promotion brought customers to the store, patrons to Crosstown where "Cleo" has been showing for months, and comment in the local newspapers. Since "Cleo" opened at Crosstown on June 26, nearly 60,000 have paid road show prices to view the spectacular.

## NEW HAVEN-HARTFORD

Eugene Pleshette, supervisor of concessions for AB-PT, toured NET (New England Theatres) situations in Hartford, New Haven, Springfield, and Worcester. . . . Radio station

WCCC, marking its 16th anniversary, held a birthday party at the SW Strand, inviting loyal listeners to view Warners' "Mary, Mary" and also to sip station-provided coffee. A birthday cake, presented during theatre ceremonies, was later given to the Newington Home for Crippled Children. . . . Mrs. Ruth Colvin, Loew's Poli, distributed Richard Chamberlain souvenir photos in conjunction with Connecticut premiere of MGM's "Twilight of Honor." . . . Jack Repass, son of the late industry pioneer Charles L. Repass, has been elected president of the University of Hartford Alumni Athletes, representing one-time U of H sportsmen. . . . Senior citizens will be guests of WHNB-TV (channel 30), at a Dec. 12 (10 a.m.) holiday party at Loew's Poli, Hartford. . . . Eddie Ruff, president of Eddie Ruff Film Associates Inc., New England states-rights distributors, has named

# The Annual HEART FUND DRIVE

## for VARIETY CLUB

OF PHILADELPHIA

## CHARITIES

is under way!



Take home one of seven automobiles and help a crippled child.



Call MEYER ADLEMAN for tickets . . . Don't wait to be contacted!



## NEW JERSEY MESSENGER SERVICE

1018-26 WOOD STREET  
PHILADELPHIA  
WAlnut 5-3944,  
WOodlawn 4-7380

Members National Film Carriers, Inc.



veteran aide Melvin Safner as corporation partner. Ruff handles top imports as well as independent U. S. product throughout this six-state region. . . . The Perakos Hi-Way, Stratford, ran a short subject on the Stratford Little League Champions vs. the California Champions, as supplementary fare with Buena Vista's reissue, "20,000 Leagues Under the Sea." . . . Embassy booked Fairfield County premiere of "The Conjugal Bed," day-and-date, into the Sampson and Spodick Fine Arts, Westport, and County Cinema, Fairfield. . . . Stanley Warner is now advertising the Capitol, Ansonia, in the New Haven dailies. . . . Stanley Warner has launched a quest, with aid of WNHC-TV (channel 8), for a Miss Cinemart, to reign at mid-winter opening of the Hamden Cinemart, 1100-seat deluxer now nearing completion.

## NEW ORLEANS

The Martin Cinerama Theatre will close for 10 days to replace the present three projector system with the single lens system needed to project "It's A Mad, Mad, Mad, Mad World," which will open with a benefit premiere by Variety Club Tent 45 on Dec. 18. . . . Local WOMPI held their monthly dinner-meeting at Kolb's Restaurant. Plans for the benefit party set for the Variety Club were discussed. Funds thus derived will be used for the club's Christmas charities including

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia, Pa. 19130  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200

PROGRESSIVE ELECTRIC  
CONSTRUCTION CO. INC.  
240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance

## Sherman Seeks N. Y. Site For Multi-Purpose Theatre

**NEW YORK**—Al Sherman, former managing director. Baronet and Coronet theatres, is negotiating for a theatre property in Manhattan to perform the triple purpose of serving as a home for the professional presentation of experimental and avant-garde motion pictures; to provide fully equipped stage space for the filming and production of television shows, complete with dressing rooms, cutting, editing, and rehearsal hall facilities; and to serve as an after-hours private cinema club where film buffs can meet, preview, dine, and discuss the more esoteric aspects of today's cinematics.

Sherman has spent the past seven years seeking a theatre that would encompass area space and facilities suitable for these purposes, while maintaining an intimacy in atmosphere so vital to such activity. The present site under negotiation, according to Sherman, is being designed to handle virtually every phase of stage and screen presentation.

the Christmas theatre party for underprivileged children scheduled for Dec. 7 at the Famous Theatre. . . . Sympathy is extended to Joseph Moll, NBS office manager, on the death of his father. . . . Bernard and Lawrence Woolner were in New York City planning accessories on their forthcoming co-productions made in Europe. . . . Variety Ladies sponsored a buffet supper and evening of frolic and fun at the Variety Club, which was attended by over 50 members, wives, and guests. . . . S. T. Taylor, chief, Strand Amusement Company, Laurel, Miss., operator of the Arabian and Strand theatres, appointed Clifford Estes as general manager succeeding the late Rubin DeGruy. . . . Jim Frew, southeast sales representative, Embassy Pictures, was in. . . . The Apex, Lumberton, Miss., is closed temporarily. . . . The 20th-Fox sales force received a cash bonus for procuring 90 per cent possibilities in the recent play date drive on "Oklahoma." . . . Charles Boasberg, Paramount general sales manager, was in for a sales meeting with the branch managers of southern exchanges. . . . Mildred Lindsey, formerly of Allied Artists front office staff, is now with Universal, where she replaces Mrs. Gail Blazek, who is looking forward to a visit from the stork. . . . Mrs. Elizabeth McBride, United Theatres home office staff, is on a leave of absence to take care of her daughter's household while the daughter is in Baptist Hospital for surgery. . . . Sympathy to Roland Hoffman, United Theatres home office, upon the death of his brother.

## PHILADELPHIA

Jack Engel, industry veteran now general manager and treasurer of a popular northwest restaurant recently enlarged, announced a new name for the spot. Shoney's is the name chosen for what was formerly Tune's Big Boy Restaurant at Roosevelt Boulevard and Cottman Street. . . . William Goldman, head, Goldman Theatres, is on a trip to England and Germany. . . . Milgram Theatres' Avenue has been refurbished and remodelled. . . . Joe Antner, Richart Studios, and a golfer of note, had a hole in one recently at Cobb's Creek Course. . . . Harry Blumberg, Blumberg Brothers theatre supply house, is out of Hahnemann Hospital and recuperating at the Moss Rehabilitation Center. . . . Actor James Stewart, touring on behalf of

20th-Fox's "Take Her, She's Mine," drew a record crowd to the Poor Richard Club, where he was honored with an award from the group. Stewart, a native son of Pennsylvania, also received a plaque from Governor William Scranton. A third honor was conferred by the Air Force, of which, Stewart is the nation's most famous Brigadier General.

## ST. LOUIS

WOMPI's held their monthly meeting at the Paramount screening room. . . . Otto Preminger, in town to publicize "The Cardinal," wowed the many members of the teen age press that he met while here. He was interviewed by the teen editors of "The St. Louis Globe-Democrat," "Prcm" magazine, and again by various teen writers. He was also interviewed at an adult press party. Tom Tryon, star of "The Cardinal," will be in town Dec. 5. . . . JoElla Cohen, publicist for Columbia, also has a tie-in working with 905 liquor stores for "Under the Yum Yum Tree." . . . George Cohn and Jim James are going to give their all for charity and have agreed to be the Old Newsboys for Film Row. Everyone is asked to come up and buy from these delightful sellers on Old Newsboys Day, sponsored by The Globe-Democrat. . . . Walter Lee, Columbia's shipper, is celebrating his 50th year on Film Row. And he still likes it. "Columbia is the woman I love," Lee said, laughing. He has been with Columbia since 1928. From 1924 to 28 he was with CPC, the forerunner of Columbia Pictures. From 1914 to 1924, he was in charge of posters, booking, and shipping for Universal Pictures. Lee has been married for 45 years and is the father of two girls. His one son was killed in World War II. He has seven grandchildren.

## SAN ANTONIO

Readers of the San Antonio Express and Evening News, through the cooperation of Interstate Theatres, will receive 30 free tickets to "The Wheeler Dealers," at the Broadway, if they spot their names in the classified section of the two newspapers. . . . Dell Smith, who heads Dell Film Productions here, has recently returned from Jerusalem where he produced "Through Jordan in His Footsteps," which some critics believe may be another Cannes International Film Festival winner for Smith, so honored with his "Six Flags Over Texas." . . . The Nacional, the number two house of the Jack Cane Corp., managed by P. J. Fernandez, will feature a stage revue the week of Nov. 21 through 27. Mexican film stars Lilia Prado and Cesar Del Campo will headline the show. . . . Mrs. Joel Allard was announced winner of "A New Kind of Love" trip contest sponsored by Interstate Theatres and the San Antonio News. The contest was held in connection with the showing of the film. Any married couple in Texas were eligible to enter the contest. The tour covers all expense trip to Paris, where they will stay for a week. . . . Molly Bee, who has appeared in motion pictures, will appear with Rex Allen as stars of the 15th annual San Antonio Stock Show and Rodeo, Feb. 7 through 16. . . . James Stewart, Hollywood star, purchased a painting by Margaret Putnam, "Sunday Morning," from the display at the International Airport while he was here on a personal appearance tour in conjunction with "Take Her, She's Mine." . . . Johnny Fagan, owner, Buena Vista Drive-In, Borger, Tex., is constructing a 252 seat auditorium at the drive-in which he will operate the year 'round.



# SERVICESECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVICESECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVICESECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



NOVEMBER 27, 1963 SECTION TWO  
VOL. 70, NO. 21

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Totalscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6303 BLACK ZOO—MD-88m.—(PV; C)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program
- 6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
- 6304 55 DAYS AT PEKING—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain
- 6301 DAY OF THE TRIFFIDS, THE—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made
- 6306 GUN HAWK, THE—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
- 6210 PAYROLL—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
- 6302 PLAY IT COOL—MU-74m.—Billy Fury, Anna Paik—5065 (7-10-63)—Fair programmer—English
- 6305 SHOCK CORRIDOR—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
- SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help

#### COMING FEATURES IN ORDER OF RELEASE

- Oct. WAR IS HELL—Tony Russell, Baynes Barron
- Dec. LIFE IN DANGER, A—Derren Nesbitt, Julie Hopkins
- Dec. NOW IT CAN BE TOLD—(C)—Robert Hutton, Sandra Dorne

#### COMING

NAKED KISS, THE—Constance Towers, Anthony Eisley

STRANGLER, THE—Victor Buono

YEAR OF THE TIGER—Marshall Thompson

### AMERICAN INTERNATIONAL

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 716 BATTLE BEYOND THE SUN—MD-67m.—(C)—Edd Perry, Arla Powell—5033 (4-3-63)—Average outer space science fiction for the program—Filmgroup
- 810 BEACH PARTY—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
- 705 BRAIN THAT WOULDN'T DIE, THE—MD-71m.—Jason Evers, Virginia Leith—5021 (2-20-63)—Okay horror programmer
- 807 FREE, WHITE AND 21—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick
- 812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
- 706 INVASION OF THE STAR CREATURES—C-70m.—Bob Hall, Frankie Ray—5021 (2-20-63)—For the duallers
- 802 MIND BENDERS, THE—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentations involving the mind—English
- 718 NIGHT TIDE—D-84m.—Dennis Hopper, Linda Lawson—5033 (4-3-63)—For the duallers—Filmgroup
- 803 OPERATION BIKINI—D-80m.—(Part Color)—Tab Hunter, Eva Six, Frankle Avalon—5033 (4-3-63)—War-time adventure for the program
- 717 RAVEN, THE—CD-86m.—(PV; C)—Vincent Price, Hazel Court, Peter Lorre, Boris Karloff—5013 (1-23-63)—Good horror comedy entry.
- 715 REPTILICUS—MD-81m.—(C)—Zsbiorn Anderson, Ann Smyrner—5009 (1-9-63)—Fair monster entry—Made in Denmark; dubbed in English
- 714 SAMSON AND THE 7 MIRACLES OF THE WORLD—MD-80m.—(ColorScope)—Gordon Scott, Yoko Tani—5021 (2-20-63)—Exploitable program entry—Italian; dubbed in English
- 804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
- 813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
- 809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093 (9-25-63) Superior science fiction entry holds interest
- 805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

#### TO BE REVIEWED

BLACK SABBATH—(EC)—Boris Karloff

CALIFORNIA—Jock Mahoney

COMEDY OF TERRORS, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff

DEMENTIA #13—William Campbell, Luana Anders—Filmgroup

FEAR—Boris Karloff

FLIGHT INTO FRIGHT—John Saxon, Leticia Roman

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; SC—Separate Classification, follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

#### A

- |                                 |         |
|---------------------------------|---------|
| • Act One                       | WB      |
| Air Patrol                      | A1 Fox  |
| All The Way Home                | A2 Par. |
| Amazons of Rome                 | A2 UA   |
| • America, America              | WB      |
| • Americanization of Emily, The | MGM     |
| Any Number Can Win              | A2 MGM  |
| • Aphrodite, Goddess Of Love    | Emb.    |
| Army Game, The                  | For.    |
| Aruro's Island                  | B MGM   |
| As Nature Intended              | For.    |
| Auntie Mame—Re.                 | A3 WB   |

## PLEASE NOTE . . .

This SERVICESECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



## B

Battle Beyond the Sun (Filmgroup) .....	A-1
Beach Party .....	A-1
Bedtime Story .....	U
Bear, The .....	Emb
Behold A Pale Horse .....	Col.
Beauty And The Beast .....	UA
Becket .....	Par.
Bell, Bare and Beautiful .....	Misc.
Best Man, The .....	UA
Big Risk .....	A3
Birds, The .....	A2
Black Fox .....	A2
Black Sabbath .....	A1
Black Gold .....	A1
Black Zoo .....	A2
Brain That Wouldn't Die, The ..	B
Brass Bottle, The .....	A1
Bristle Face .....	BV
Buddha .....	For.
Bunny Yeager's Nude Camera ..	Misc.
Burning Court, The .....	A2
Bye, Bye Birdie .....	A3

## C

Ciro .....	A3
California .....	A3
Call Me Bwana .....	A2
Captain Newman, M.D. ....	U
Captain Sinbad .....	A1
Cardinal, The .....	A3
Caretakers, The .....	A3
Carpetbaggers, The .....	Par.
Castilian, The .....	A2
Cattle King .....	A1
Ceremony, The .....	A3
Chalk Garden, The .....	U-1
Charde .....	A2
Cheyenne Autumn .....	WB
Child Is Waiting, A .....	A2
Children Of The Damned .....	MGM
Chushingura .....	A2
Circus World .....	Par.
Cleopatra .....	B
Clown And The Kid, The .....	A1
Come Blow Your Horn .....	A3
Come Fly With Me .....	A2
Come September—Re. ....	A3
Comedy Of Terrors, The .....	A1
Company Of Cowards, The ....	MGM
Condemned Of Altona, The ...	A3
Congo Vivo .....	Col.
Conjugal Bed, The .....	B
Constantine And The Cross ...	A1
Cool Mikado, The .....	UA
Corridors of Blood .....	A3
Counterfeiters Of Paris, The ...	A3
Court Martial .....	A2
Courtship Of Eddie's Father, The	A2
Creation Of The Humanoids, The	Misc.
Crimson Blade, The .....	A1
Critic's Choice .....	A3
Cry Of Battle .....	B

## D

Dark Purpose .....	U
Daughter Of The Sun God .....	Misc.
Day And The Hour, The .....	A2
Day Mars Invaded Earth, The ...	A1
Day Of The Triffids, The .....	A2
Days Of Wine And Roses .....	A2
Dead Ringer .....	WB
Dementia (Filmgroup) .....	B
Devil's Hand, The .....	Misc.
Diamond Head .....	B
Diary Of A Madman .....	A2
Dime With A Halo .....	A3
Distant Trumpet, A .....	WB
Dr. Crippen .....	WB
Dr. No .....	B
Dr. Strangelove .....	Col.
Donovan's Reef .....	A2
Don't Give Up The Ship—Re. ...	A3
Drums Of Africa .....	A1
Dubious Patriots, The .....	UA
Dual Of The Titans .....	A2

## E

East Of Kiymanjaro .....	Misc.
8 1/2 .....	A4
Emil And The Detectives .....	Emb.
Empty Canvas, The .....	BV
Ensign Pulver .....	Emb.
Erik, The Conqueror .....	WB
Europe In The Raw .....	A2
European Nights .....	A-1

## F

Face In The Rain .....	Emb.
Fail Safe .....	Col.
Fall Guy, The .....	Misc.
Fall Of The Roman Empire ....	Par.

GOLIATH AND THE SINS OF BABYLON—(Techniscope; TC)—Mark Forest  
 ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester  
 MASQUE OF THE RED DEATH, THE—Vincent Price, Hazel Court  
 PYRO—(PanaColor)—Barry Sullivan, Martha Hyer  
 SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele  
 SOME PEOPLE—(C)—Kenneth More  
 UNDER AGE—Anne MacAdams, Roland Royter

## BUENA VISTA

## DISTRIBUTED DURING THE PAST 12 MONTHS

- FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors  
 INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—interesting Disney presentation  
 136 IN SEARCH OF THE CASTAWAYS—CD-100m.—(TC)—Maurice Chevalier, Hayley Mills, George Sanders—5005 (12-19-62)—Another Disney winner for family trade—English  
 141 MIRACLE OF THE WHITE STALLIONS—D-118m.—(TC)—Robert Taylor, Lilli Palmer, Curt Jurgens—5033 (4-3-63)—interesting adventure drama—Filmed in Austria  
 143 SAVAGE SAM—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Maria Kisten—5049 (5-29-63)—Exciting Disney meller.  
 140 SON OF FLUBBER—C—100m.—Fred MacMurray, Nancy Olson, Ken Murray—5013 (1-23-63)—Disney comedy sequel should be hit with family audiences  
 144 SUMMER MAGIC—CD-108m.—(TC)—Hayley Mills, Burl Ives, Dorothy McGuire—5061 (6-26-63)—Another Disney family entertainment  
 SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart  
 20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature  
 YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

## TO BE REVIEWED

BRISTLE FACE—Brian Keith, Jeff Donnell  
 EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell  
 MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke  
 MISADVENTURES OF MERLIN JONES, THE—(TC)—Annette, Tommy Kirk  
 MOON-SPINNERS, THE—Hayley Mills, Eli Wallach  
 THREE LIVES OF THOMASINA—(TC)—Patrick McGeehan, Susan Hampshire  
 TIGER WALKS, A—(TC)—Brian Keith, Vera Miles, Sabu  
 THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

## COLUMBIA

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 719 BYE BYE BIRDIE—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment  
 CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts  
 715 DIAMOND HEAD—D-107m.—(PV; EC)—Charlton Heston, Yvette Mimieux, France Nuyen—5009 (1-9-63)—Lush settings, names boost drama's appeal  
 721 FURY OF THE PAGANS—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program  
 GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy  
 IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France  
 722 JASON AND THE ARGONAUTS—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects  
 003 JUST FOR FUN—MU-72m.—Mark Wynter, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English  
 714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of girl's problem—English—Davis-Royal  
 718 MAN FROM THE DINERS' CLUB, THE—C-96m.—Danny Kaye, Cara Williams—5034 (4-3-63)—Cute comedy with Kaye touch  
 MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made  
 OLD DARK HOUSE, THE—CMD-86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made  
 REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.  
 RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad  
 SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England  
 006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work  
 001 13 FRIGHTENED GIRLS—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer  
 UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy  
 VICTORS, THE—D-175m.—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

## COMING FEATURES IN ORDER OF RELEASE

Jan. STRAIT-JACKET—Joan Crawford, John Anthony Hayes  
 DR. STRANGELOVE—Peter Sellers, Sterling Hayden

## COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn  
 CONGO VIVO—Jean Sebastian, Bachir Toure  
 CRIMSON BLADE, THE—Lionel Jeffries, June Thorburn—English  
 FAIL SAFE—Henry Fonda, Dan O'Herlihy  
 FASTEST GUN, THE—(C)—Audie Murphy, Merry Anders  
 FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer  
 GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider  
 I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet  
 LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda  
 LONG SHIPS, THE—TE; TC)—Richard Widmark, Sidney Poitier, Leslie Parrish  
 NEW INTERNS, THE—Michael Callan, Stefanie Powers  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newly, Anne Aubrey  
 PSYCHE 59—Curd Jurgens, Patricia Neal  
 PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English  
 SENILITA—Anthony Franciosa, Claudia Cardinale  
 SWINGIN' MAIDEN, THE—Michael Craig, Anne Helm, Jeff Donnell  
 THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field  
 TRAVELING LADY, THE—Steve McQueen, Lee Remick  
 WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes  
 WHISTLE YOUR WAY BACK HOME—(C)—Feature Cartoon

## EMBASSY

CONSTANTINE AND THE CROSS—D-114m.—(TS; EC)—Cornel Wilde, Christine Kaufman—5001 (12-5-62)—Interesting, well-made spectacle—Italian; English dialogue  
 B 1/2—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles  
 CONJUGAL BED, THE—CD-90m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles



FACE IN THE RAIN, A—D-81m.—Rory Calhoun, Marina Bertl, Niall MacGinnis—5029 (3-20-63)—Supense in war for program  
—Italian; English language  
LANDRU—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles  
LOVE AT TWENTY—D-113m.—Jean-Pierre Leaud, Eleanora Rossi Drago—5021 (2-20-63)—Exploitable entry for art sports—  
Filmed abroad; English titles  
MADAME—CD-104m.—(TE; TC)—Sophia Loren, Robert Hossein—5025 (3-6-63)—Exploitable offering for art and other spots  
—Italian made; Dubbed in English  
NIGHT IS MY FUTURE—D-87m.—Mai Zetterling, Birger Malmsten—5009 (1-9-63)—Interesting Ingmar Bergman import—Swed-  
ish; English titles  
WOMEN OF THE WORLD—DOC-107m.—(TC)—Narrated by Peter Ustinov—506S (7-10-63)—Informative peek at cultural and  
anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration

#### COMING

Mar. BEAR, THE—Renato Rascal, Francis Blanche  
April APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey  
June PASSIONATE THIEF, THE—Anna Magnani  
June YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French  
July LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle  
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo  
Sept. THREE PENNY OPERA—Curt Jurgens, June Ritchie  
Oct. GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance  
Nov. EMPTY CANVAS, THE—Bette Davis, Horst Buchholz  
ONLY ONE NEW YORK—Documentary  
YESTERDAY, TODAY AND TOMORROW—Sophia Loren, Marcello Mastroianni

#### MGM

#### DISTRIBUTED DURING THE PAST 12 MONTHS

5421 ANY NUMBER CAN WIN—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made;  
English titles  
315 ARTURO'S ISLAND—D-90m.—Reginald Kerner, Vanni De Maigret, Key Meersman—5009 (1-9-63)—Interesting import for art  
houses—Italian—English titles  
310 BILLY ROSE'S JUMBO—125m.—(PV; MC)—Doris Day, Stephen Boyd, Jimmy Durante—5001 (12-5-62)—Colorful circus yarn  
boasts top names; great songs  
316 CAIRO—MD-91m.—George Sanders, Richard Johnson—5017 (2-6-63)—Okay crime programmer in Egyptian locale  
326 CAPTAIN SINDBAD—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertain-  
ment—Filmed abroad  
331 CATTLE KING—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053 (6-12-63)—Large scale western  
322 COME FLY WITH ME—CD-109m.—(PV; MC)—Dolores Hart, Hugh O'Brien, Karl Boehm—5084 (4-3-63)—Romantic adven-  
tures of three airline hostesses  
313 COUNTERFEITERS OF PARIS, THE—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic  
charm and Jean Gabin—French; English titles  
321 COURTSHIP OF EDDIE'S FATHER, THE—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—  
Fine entertainment for everyone  
318 DIME WITH A HALO—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program  
327 DRUMS OF AFRICA—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program  
330 FLIPPER—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment  
320 FOLLOW THE BOYS MUC-95m.—(PV; MC)—Connie Francis, Paula Prentiss, Ron Randell—5022 (2-20-63)—Moderate musical  
aimed at teen audiences  
319 FOUR DAYS OF NAPLES, THE—D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring import deserves highest  
rating—Italian; English titles  
401 HAUNTING, THE—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
317 HOOK, THE—D-98m.—(PV)—Kirk Douglas, Robert Walker—5013 (1-23-63)—Interesting, well-made drama about men in war  
HOW THE WEST WAS WON—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-  
21-62)—The greatest western spectacle; tops them all  
406 HOOTENANNY HOOT—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new coun-  
try music craze  
325 IN THE COOL OF THE DAY—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-28-63)—Fairly interesting romance  
323 IT HAPPENED AT THE WORLD'S FAIR—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on  
Presley draw  
307 MAIN ATTRACTION, THE—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus  
background—Filmed in England and Italy  
340 MONKEY IN WINTER—D-104m.—Jean Gabin, Jean-Paul Belmondo, Suzanne Flon—5017 (2-6-63)—Okay entry for art spots—  
French; English titles  
403 MURDER AT THE GALLOP—CD-81m.—(PV)—Margaret Rutherford, Robert Morley—506S (7-10-63)—'Miss Marple' returns in  
another delightful mystery-comedy—English  
355 MUTINY ON THE BOUNTY—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating ad-  
venture entry  
305 PASSWORD IS COURAGE—CD-116m.—Dirk Bogarde, Maria Perschy—5010 (1-9-63)—Exciting, well-made P.O.W. comedy drama  
—English  
324 RIFIFI IN TOKYO—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made  
in Japan  
306 SAVAGE GUNS, THE—W-85m.—(MC; MS)—Richard Basehart, Marie Grenada—5022 (2-20-63)—Average western for program  
Made in Spain  
309 SEVEN SEAS TO CALAIS—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure  
—Italian; spoken in English  
328 SLAVE, THE—MD-102m.—(CS; EC)—Steven Reeves—504S (5-15-63)—Good action entry about ancient Romans—Italian-made  
dubbed in English  
333 SQUARE OF VIOLENCE—MD-113m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made  
adventure—Filmed abroad  
334 TICKLISH AFFAIR, A—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy  
aimed at family audiences  
409 TWILIGHT OF HONOR—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting  
trial drama for adults  
404 WHEELER DEALERS, THE—C-106m.—(PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright,  
star-filled farce  
356 WONDERFUL WORLD OF THE BROTHERS GRIMM, THE—CDFAN-129m.—(CN; TC)—Laurence Harvey, Claire Bloom, Wal-  
ter Slezak—4958 (7-25-62)—High rating  
336 YOUNG AND THE BRAVE, THE—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer  
402 V.I.P.'s THE—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent  
names—English made

#### COMING FEATURES IN ORDER OF RELEASE

DAY AND THE HOUR, THE—Simon Signoret, Stuart Whitman  
TWO ARE GUILTY—(Dialyscope)—Anthony Perkins, Jean Claude Brialy  
VICE AND VIRTUE—Catherine Danneve, Annie Girardot, Robert Hasseln  
GOLDEN ARROW, THE—(TE; EC)—Tab Hunter, Rosanna Padesta  
TIKO AND THE SHARK—(WS; C)—Tahitian Cast  
GLADIATORS SEVEN—(CS)—Richard Harrison  
Dec. PRIZE, THE—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson  
Jan. SUNDAY IN NEW YORK—(MC)—Jane Fonda, Cliff Robertson

#### COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas  
CHILDREN OF THE DAMNED—Ian Hendry, Alan Badel—England  
COMPANY OF COWARDS, THE—(PV)—Glenn Ford, Stella Stevens, Jim Backus  
GLOBAL AFFAIR, A—Bob Hope, Lilo Pulver, Yvonne DeCarlo  
GOLD FOR THE CAESARS—(C)—Jeffrey Hunter  
GUNFIGHTERS AT CASA GRANDE—Alex Nicol  
HONEYMOON HOTEL—Robert Goulet, Nancy Kwan  
KISSIN' COUSINS—(PV; MC)—Elvis Presley, Pamela Austin  
LOOKING FOR LOVE—(MC)—Connie Francis, Jim Hutton  
LOVE CAGE—Jane Fonda, Alan Delon  
MAIL ORDER BRIDE—(PV; MC)—Buddy Ebsen, Kier Dullea  
MGM'S BIG PARADE OF COMEDY—Compilation  
MURDER MOST FOUL—Margaret Rutherford, Terry Scott  
NIGHT MUST FALL—Albert Finney—English  
NIGHT OF THE IGUANA—Richard Burton, Ava Gardner, Deborah Kerr  
OF HUMAN BONDAGE—(PV; MC)—Klm Novak, Laurence Harvey  
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley

Family Diary ..... A2 MGM  
Fantasia—Re. .... A2 BV  
Farewell To Arms, A—Re. .... B Fox  
• Fastest Gun, The ..... Col.  
• Fear ..... A-1  
55 Days At Peking ..... A1 AA  
Firebrand ..... B Fox  
• First Men In The Moon ..... Col.  
Five Miles To Midnight ..... A3 UA  
• Flight From Ashiya ..... UA  
• Flight Into Fright ..... A-1  
Flipper ..... A1 MGM  
Follow The Boys ..... B MGM  
For Love Or Money ..... B U-1  
• For Those Who Think Young .... UA  
40 Pounds of Trouble ..... A2 U-1  
Four Days Of Naples ..... A2 MGM  
• Four For Texas ..... WB  
Free White and 21 ..... B A-1  
French Came, The ..... For.  
Freud: The Secret Passion ..... A4 U-1  
• From Russia, With Love ..... UA  
Fruit Is Ripe ..... For.  
Fun In Acapulco ..... A3 Par.  
Fury Of The Pagans ..... A2 Col.

#### G

Gathering Of Eagles, A ..... A1 U-1  
• Ghost At Noon ..... Emb.  
Giant—Re. .... A1 WB  
Gidget Goes To Rome ..... A1 Col.  
Girl Hunters, The ..... B For.  
Girl Named Tamiko, A ..... B Par.  
• Girl With Green Eyes ..... UA  
• Gladiators Seven ..... MGM  
• Global Affair, A ..... MGM  
• Gold For The Caesars ..... MGM  
• Golden Arrow, The ..... MGM  
• Goliath And The Sins Of .....  
Babylon ..... A-1  
Gone Are The Days ..... A2 Misc.  
• Good Neighbor Sam ..... Col.  
• Good Soup, The ..... Fox  
Great Caruso, The—RE ..... A1 Misc.  
Great Escape, The ..... A1 UA  
• Great Race, The ..... WB  
Great Van Robbery, The ..... A1 UA  
• Greatest Story Ever Told, The .. UA  
Greenwich Village Story ..... Misc.  
Gunfight At Comanche Creek .. A3 AA  
Gunfighter at the OK  
Corral—Re. .... B Par.  
Gunfight At Comanche Creek ..... MGM  
• Gunhand, The ..... U  
Gun Hawk, The ..... B AA

#### H

Hand Of Death ..... A2 Fox  
Harbor Lights ..... A2 Fox  
Haunted Palace ..... A2 A-1  
Haunting, The ..... A2 MGM  
• He Rides Tall ..... U  
Head, The ..... B For.  
Heavenly Bodies ..... Misc.  
Heavens Above ..... A3 For.  
Hercules and the Captive Women ..... A1 For.  
• Here's Las Vegas ..... UA  
• Hide And Seek ..... A2 U  
• Honeymoon Hotel ..... MGM  
Hook, The ..... A2 MGM  
Hootenanny Hoot ..... A2 MGM  
Hot Money Girl ..... For.  
House Of The Damned ..... A2 Fox  
Householder, The ..... A2 For.  
How The West Was Won ..... A1 MGM  
Hud ..... A3 Par.

#### I

I Could Go On Singing ..... A3 UA  
• I Love, You Love ..... C Col.  
Incredible Journey, The ..... BV  
Impersonator, The ..... For.  
In Search Of The Castaways ... A1 BV  
In The French Style ..... A3 Col.  
In The Cool Of The Day ..... B MGM  
• Incredible Mr. Limpet, The .... A1 WB  
Invasion Of The Star Creatures . A1 A-1  
• Invitation To A Gunfighter .... UA  
Irma La Douce ..... B UA  
Island Of Love ..... B WB  
• Island Of The Blue Dolphins .. U  
It Happened At The World's Fair A2 MGM  
• It's Alive ..... A1  
It's A Mad, Mad, Mad, Mad  
World ..... A1 UA

#### J

Jason and the Argonauts ..... A1 Col.  
Jumbo ..... A1 MGM  
Johnny Cool ..... B UA  
Just For Fun ..... A2 Col.



## K

King Kong vs. Godzilla	AI	U
• Kings Of The Sun		UA
Kiss Of The Vampire	A2	U
• Kisses For My President		WB
• Kissin' Cousins		MGM

## L

L-Shaped Room, The	A4	Col.
• Ladybug, Ladybug		UA
• Lady For A Knight		UA
• Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
La Poupee		For.
Landru	B	Emb.
• Lassie's Great Adventure	A1	Fox
Last Train From Gun Hill, The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
• Law Of The Lawless		Par.
Lazarillo	A2	For.
Le Amiche (The Girl Friends)		For.
Leopard, The	A3	Fox
• Life In Danger, A	A2	AA
• Light Fantastic, The	B	Emb.
• Light Of Day, The		UA
Lilies Of The Field, The	A1	UA
Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
Long Absence, The	A2	For.
• Long Ships, The		Col.
• Longest Day, The	A1	Fox
• Looking For Love		MGM
Lord Of The Flies	A2	For.
Love At Twenty	A3	EMB
• Love Cage		MGM
• Love Is A Ball	A3	UA
• Love Makers, The		Emb.
• Love With The Proper Stranger		Par.
Lover Come Back—Re.	B	U

## M

Madame	B	Emb.
Magnificent Sinner, The	A3	For.
• Mail Order Bride		MGM
Main Attraction, The	B	MGM
Man From The Diners' Club	A1	Col.
• Man From Galveston, The		WB
• Man In The Middle		Fox
Man Who Knew Too Much, The—RE	A1	Par.
Maniac	A3	Col.
• Man's Favorite Sport?		U-I
Marilyn	B	Fox
• Mary Poppins		BV
Marriage Of Figaro	A3	For.
Mary, Mary	A2	WB
• Masque Of The Red Death		AI
• MGM's Big Parade Of Comedy		MGM
McLintock	A1	UA
• Merlin Jones		BV
Mighty Ursus	A2	UA
Mill Of The Stone Women		For.
Mind Benders, The	A3	A-I
Miracle Of The White Stallions	A1	BV
• Misadventures Of Merlin Jones		BV
Monkey In Winter	A3	MGM
Monstrosity		Misc.
• Moon-Spinners, The		BV
Mouse On The Moon	A1	For.
• Move Over, Darling		Fox
Murder At The Gallop	A1	MGM
• Murder Most Foul		MGM
Muriel	A3	For.
Mufiny On The Bounty	A2	MGM
• My Fair Lady		WB
My Hobo		For.
My Life To Live	C	For.
My Name Is Ivan	A2	For.
My Six Loves	A1	Par.
My Son, The Hero	A1	UA
Myster Submarine	A1	U-I

## N

• Naked Kiss, The	AA	
• Natives Are Restless Tonight, The		MGM
Nature's Sweethearts		Misc.
• New Interns, The		Col.
New Kind Of Love, A	B	Par.
Night Is My Future	B	Emb.
• Night Must Fall		MGM
• Night Of The Iguana		MGM
Night Tide (Filmgroup)		A-I
Nine Hours To Rama	A3	Fox
• Now It Can Be Told		AA
Nutty Professor, The	A1	Par.

## O

• Of Human Bondage		MGM
Of Love And Desire	B	Fox
Old Dark House, The	A2	Col.
• One Man's Way		UA
Operation Bikini	B	A-I
• Only One New York		Emb.
Ordered To Love		For.
• Out-Of-Towners, The		WB

RHINO—(MC)—Harry Guardino, Robert Culp  
 SEVEN FACES OF DR. LAO, THE —(WS; C)—Tony Randall, Barbara Eden  
 SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman  
 SMOG—(WS)—Annie Girardot, Renato Salvatore  
 TAMAHINE—(C)—Nancy Kwan, John Fraser  
 UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell  
 VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan  
 VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

## PARAMOUNT

## DISTRIBUTED DURING THE PAST 12 MONTHS

6307	ALL THE WAY HOME—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6221	COME BLOW YOUR HORN—C—112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220	DONOVAN'S REEF—CD—107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301	DON'T GIVE UP THE SHIP—C—89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217	DUEL OF THE TITANS—MD—90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
	FUN IN ACAPULCO—MU—100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
6210	GIRL NAMED TAMIKO, A—D—110m.—(TC; PV)—Laurence Harvey, France Nuyen—5001 (12-5-62)—Lush romantic drama of modern Japan—Filmed in Japan
R6218	GUNFIGHT AT THE O.K. CORRAL—W—122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216	HUD—D—112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
R6223	LAST TRAIN FROM GUN HILL, THE—W—94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
R6214	MAN WHO KNEW TOO MUCH, THE—MD—120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller
6213	MY SIX LOVES—CD—101m.—(TC)—Debbie Reynolds, Cliff Robertson—5025 (3-6-63)—Warm, entertaining family treat
6304	NEW KIND OF LOVE, A—C—110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219	NUTTY PROFESSOR, THE—C—107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6212	PAPA'S DELICATE CONDITION—C—98m.—(TC)—Jackie Gleason, Glynis Johns—5022 (2-20-63)—Comedy offers fun for the family
R6302	ROCK-A-BYE BABY—C—116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
R6308	TO CATCH A THIEF—MYC—106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215	TROUBLE WITH HARRY, THE—C—99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309	VERTIGO—MD—127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
6207	WHO'S GOT THE ACTION—C—93m.—(PV; TC)—Dean Martin, Lana Turner, Eddie Albert—5006 (12-19-62)—Names aid moderately amusing farce
6303	WIVES AND LOVERS—C—103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

## COMING FEATURES IN ORDER OF RELEASE

Dec.	WHO'S BEEN SLEEPING IN MY BED—(TC)—Dean Martin, Carol Burnett
Dec.	WHO'S MINDING THE STORE?—(TC)—Jerry Lewis, Jill St. John

## COMING

BECKET—(PV; EC)—Richard Burton, Peter O'Toole  
 CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer  
 CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth  
 FALL OF THE ROMAN EMPIRE—(UltraPV; TC)—Sophia Loren, Stephen Boyd  
 LAW OF THE LAWLESS—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix  
 LADY IN A CAGE—Olivia de Havilland, Jeff Corey, Ann Sothorn  
 LOVE WITH THE PROPER STRANGER—Steve McQueen, Natalie Wood  
 PARIS PICK-UP—Robert Hossein, Lea Massar—French-made  
 PARIS WHEN IT SIZZLES—(TC; PV)—William Holden, Audrey Hepburn  
 SEVEN DAYS IN MAY—Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner  
 SON OF CAPTAIN BLOOD, THE—(TC)—Sean Flynn, Ann Todd  
 STAGECOACH TO HELL—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady

## 20TH CENTURY-FOX

## DISTRIBUTED DURING THE PAST 12 MONTHS

216	AIR PATROL—MD—70m.—(CS)—Willard Parker, Merry Anders—5014 (1-23-63)—Average police meller
304	DAY MARS INVADERS EARTH, THE—MD—70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
	CLEOPATRA—D—221m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312	CONDEMNED OF ALTONA, THE—D—114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
320	FAREWELL TO ARMS, A—D—123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
217	FIREBRAND, THE—W—63m.—(CS)—Kent Taylor, Lisa Montell, Valentin De Vargas—5010 (1-9-63)—Okay western
212	HAND OF DEATH—MD—62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317	HARBOR LIGHTS—MD—68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313	HOUSE OF THE DAMNED—MD—62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for dualers
311	LEOPARD, THE—D—165m.—(CS; DC)—Burt Lancaster, Alain Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
221	LONGEST DAY, THE—D—180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
302	MARILYN—DOC—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
307	NINE HOURS TO RAMA—D—125m.—(CS; DC)—Horst Buchholz, Jose Ferrer, Valerie Gearon—5022 (2-20-63)—Engrossing dramatic reenactment of Gandhi's assassination—Filmed in India and England
319	OF LOVE AND DESIRE—D—97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316	POLICE NURSE—MD—64m.—(CS)—Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
306	ROBE, THE—D—133m.—(TC; CS)—Richard Burton, Jean Simmons—5017 (2-6-63)—Excellent—Reissue
301	SODOM AND GOMORRAH—D—154m.—(DC)—Stewart Granger, Pier Angeli—5014 (1-23-63)—Biblical spectacle flavored with sin for mass market—Made in Italy
309	STRIPPER, THE—D—95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
323	TAKE HER, SHE'S MINE—C—98m.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
308	THIRTY YEARS OF FUN—COMP—85m.—Produced by Robert Youngson—5023 (2-20-63)—Highly amusing compilation of footage of yesteryear
326	THUNDER ISLAND—MD—65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
315	YELLOW CANARY, THE—D—93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller

## COMING FEATURES IN ORDER OF RELEASE

Sept.	LASSIE'S GREAT ADVENTURE—(DC)—June Lockhart, Hugh Reilly
Nov.	YOUNG SWINGERS, THE—(CS)—Molly Bee
Dec.	MOVE OVER DARLING—(CS; DC)—Doris Day, James Garner

## COMING

EYES OF ANNIE JONES, THE—Richard Conte, Francesca Annis  
 GOOD SOUP, THE—(CS)—Franchot Tone, Annie Girardot  
 MAN IN THE MIDDLE—(CS)—Robert Mitchum, France Nuyen  
 SHOCK TREATMENT—(CS)—Stuart Whitman, Carol Lynley  
 SURF PARTY—(CS)—Bobby Vinton, Jackie DeShannon  
 THIRD SECRET, THE—(CS)—Stephen Boyd, Patricia Neal—English  
 VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn  
 WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum



UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6310 **AMAZONS OF ROME**—SPEC.—93m.—(EC)—Louis Jourdan, Sylvia Syms—5025 (3-6-63)—Actionful ancient war spectacle—French-Italian co-production; dubbed in English
- BEAUTY AND THE BEAST**—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
- BIG RISK, THE**—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
- 6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
- 6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergen, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
- 6305 **CHILD IS WAITING, A**—D-102m.—Burt Lancaster, Judy Garland—5014 (1-23-63)—Touching drama of retarded children, has top names—Kramer
- 6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
- COURT MARTIAL**—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
- 6308 **DIARY OF A MADMAN**—MD-96m.—(TC)—Vincent Price, Nancy Kovack—5025 (3-6-63)—Good horror show for program—Admiral
- 6307 **DR. NO**—MD-111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli
- 6306 **FIVE MILES TO MIDNIGHT**—D-110m.—Sophia Loren, Anthony Perkins—5023 (2-20-63)—Drama has suspense, intrigue, other angles—Litvak
- 6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch
- 6302 **GREAT VAN ROBBERY, THE**—MD-73m.—Denis Shaw, Kay Collard—5014 (1-23-63)—Okay action programmer—Danziger—English
- 6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English
- 6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
- IT'S A MAD, MAD, MAD, MAD WORLD**—C-194m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
- 6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
- 6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
- 6309 **LOVE IS A BALL**—C-112m.—(PV; TC)—Glenn Ford, Hope Lange, Charles Boyer—5026 (3-6-63)—Slick sophisticated comedy romp—Oxford-Gold Medal
- MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
- 6220 **MIGHTY URSUS**—MD-92m.—(EC)—Ed Fury, Christina Cajoni—5010 (1-9-63)—Ancient legend is a fair thriller—Italy and Spain; dubbed in English—Cine Italia and Atena
- 6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
- 6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
- 6303 **TARAS BULBA**—D-122m.—(PV; EC)—Tony Curtis, Yul Brynner, Christine Kaufman—5006 (12-19-62)—Action packed Cossack adventure should ride to good returns—Hecht
- 6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix
- TOM JONES**—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
- 6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
- 6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
- 6236 **VAMPIRE AND THE BALLERINA, THE**—MD-84m.—Helene Remy, Maria Luisa Rolando—5006 (12-19-62)—Moderate horror entry from the program—Italian made; dubbed in English—C.I.F. Consorzio Italiano Film

COMING FEATURES IN ORDER OF RELEASE

- Dec. **LADYBUG, LADYBUG**—Jane Connell, William Daniels, Alice Playten—Perry
- Dec. **KINGS OF THE SUN**—(PV; DC)—Yul Brynner, Shirley Ann Field—Mirisch
- Jan. **CEREMONY, THE**—Laurence Harvey, Sarah Miles

COMING

- BEST MAN, THE**—Henry Fonda, Cliff Robertson, Margaret Leighton-Miller-Turman
- COOL MIKADO, THE**—(EC)—Dennis Price, Stubby Kaye
- DUBIOUS PATRIOTS, THE**—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
- FLIGHT FROM ASHIYA**—(PV; C)—Yul Brynner, Suzy Parker—Hecht
- FOR THOSE WHO THINK YOUNG**—(TS; TC)—James Darren, Pamela Tiffin—Essex
- FROM RUSSIA, WITH LOVE**—(TS; TC)—Sean Connery, Lotte Lenya—Eon
- GIRL WITH GREEN EYES**—Rita Tushingham, Peter Finch—Woodfall—English
- GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
- HERE'S LAS VEGAS**—(Pathe; Color)—Personnel of Las Vegas Shows—Case, Roach
- INVITATION TO A GUNFIGHTER**—(PV; EC)—Yul Brynner, Janice Rule—Kramer
- LADY FOR A KNIGHT**—Norman Wisdom, Millicent Martin (Knightsbridge)
- LIGHT OF DAY, THE**—Melina Mercouri, Maximilian Schell—Filmways
- ONE MAN'S WAY**—Don Murray, Diana Hyland—Ross
- PERANG**—William Holden, Susannah York—Helvia
- PINK PANTHER, THE**—(Super-TE 70; TC)—Peter Sellers, Capucine, David Niven, Robert Wagner—Mirisch
- PROPER TIME, THE**—Tom Laughlin, Nira Monsour—Laughlin
- SHOT IN THE DARK, A**—Romy Schneider, Peter Sellers—Mirisch
- 633 SQUADRON**—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
- SPIDER'S WEB, THE**—(TC)—Glynis Johns, John Justin—Danziger
- TAKE LOVE EASY**—Peter Finch, Rita Tushingham—Richardson
- TRAIN, THE**—Burt Lancaster, Jeanne Moreau
- WOMEN OF STRAW**—(C)—Gina Lollobrigida Sean Connery
- WORLD OF HENRY ORIENT, THE**—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 **BIRDS, THE**—D-120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice
- CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
- 6303 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee, Bobby Darin—5017 (2-6-63)—Highly enjoyable comedy—Reissue
- CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
- 6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
- 6301 **FREUD: THE SECRET PASSION**—D-139m.—Montgomery Cliff, Susannah York, Larry Parks—5006 (12-19-62)—Quality entry for the discriminating
- 6304 **40 POUNDS OF TROUBLE**—C-102m.—(PV; EC)—Tony Curtis, Suzanne Pleshette, Phil Silvers, Claire Wilcox—5003 (12-5-62)—Highly enjoyable entertainment
- 6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
- 6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
- 6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
- 6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
- 6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
- 6302 **LOVER COME BACK**—C-107m.—(EC)—Rock Hudson, Doris Day—5017 (2-6-63)—Comedy has angles to make it a hit—Reissue
- 6305 **MYSTERY SUBMARINE**—MD-90m.—Edward Judd, James Robertson Justice—5010 (1-9-63)—Okay program entry—English
- 6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English
- 6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program
- SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE**
- 6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry

P

- Pagan Island ..... Misc.
- Pair Of Briefs, A ..... For.
- Palm Springs Week-End ..... B WB
- Parnoiac ..... A2 U-I
- Papa's Delicate Condition ..... A1 Par.
- Paris Pick-Up ..... Par.
- Paris When It Sizzles ..... Par.
- Passionate Thief, The ..... A3 Emb.
- Password Is Courage, The ..... A1 MGM
- Payroll ..... B AA
- Peep Shows Of Paris ..... Misc.
- Perang ..... UA
- Pillar Of Fire, The ..... For.
- Pink Panther ..... A3 UA
- Pirate And The Slave Girl ..... For.
- Playboy ..... Col.
- Playboy Of The Western World ..... A2 For.
- Playgirls And The Vampire, The ..... For.
- Playgirls International ..... Misc.
- Play It Cool ..... A2 AA
- Play It Cooler ..... Col.
- Please, Not Now! ..... C For.
- Police Nurse ..... A3 Fox
- Postman's Knock ..... MGM
- PT 109 ..... A1 WB
- Prize, The ..... A3 MGM
- Promises, Promises ..... Misc.
- Proper Time, The ..... UA
- Psyche 59 ..... Col.
- Public Affair, A ..... Misc.
- Pumpkin Eater, The ..... Col.
- Pyro ..... A3 A-I

R

- Rage Of The Buccaneers ..... For.
- Rampage ..... B WB
- Raven, The ..... A1 A-I
- Reach For Glory ..... Col.
- Renegade Posse ..... U
- Reptilicus ..... A1 A-I
- Resurrection ..... For.
- Rhino ..... MGM
- Riffi Tokyo ..... A3 MGM
- Robe, The—Re. .... A1 Fox
- Robin And The 7 Hoods ..... WB
- Rock-A-Bye Baby—Re. .... A1 Par.
- Run With The Devil ..... For.
- Running Man, The ..... A3 Col.

S

- Samson And The 7 Miracles Of The World ..... A2 A-I
- Samson And The Slave Queen ..... A-I
- Sanjuro ..... A2 For.
- Savage Sam ..... A1 BV
- Savage Guns ..... A2 MGM
- Scanty Panties ..... Misc.
- Season For Love, The ..... For.
- Senilita ..... Col.
- Seven Days In May ..... Par.
- Seven Faces Of Dr. Lao, The ..... MGM
- Seven Seas To Calais ..... A1 MGM
- Sex And The Single Girl ..... WB
- Shock Corridor ..... B AA
- Shock Treatment ..... Fox
- Shot In The Dark, A ..... UA
- Show Boat—RE ..... A2 Misc.
- Showdown ..... A2 U
- Siege Of The Saxons ..... A1 Col.
- Signpost To Murder ..... MGM
- 633 Squadron ..... UA
- Slave, The ..... A2 MGM
- Small World Of Sammy Lee, The ..... B For.
- Smog ..... MGM
- Sodom And Gomorrah ..... B Fox
- Soldier In The Rain ..... AA
- Some People ..... A-I
- Son Of Captain Blood, The ..... Par.
- Son Of Flubber ..... A1 BV
- Sound Of Trumpets, The ..... A2 For.
- Sparrows Can't Sing ..... A3 For.
- Spencer's Mountain ..... A3 WB
- Spider's Web, The ..... UA
- Square Of Violence ..... A2 MGM
- Stagecoach To Hell ..... Par.
- Steam Heat ..... Misc.
- Steppe, The ..... For.
- Stolen Hours ..... A2 UA
- Strait-jacket ..... Col.
- Strangler, The ..... AA
- Stripper, The ..... B Fox
- Suitor, The ..... A2 For.
- Summer Holiday ..... A-I
- Summer Magic ..... A1 BV
- Summer Place—Re. .... B WB
- Sunday In New York ..... MGM
- Surf Party ..... Fox
- Swingin' Maiden, The ..... Col.
- Sword And The Stone ..... A1 BV
- Sword Of Lancelot (See Lancelot And Guinevere) .....



# T

Take Her, She's Mine .....	A3	Fox
Take Love Easy .....		UA
Tamahine .....		MGM
Tammy And The Doctor .....	A1	U-I
Taras Bulba .....	A2	UA
Tarzan's Three Challenges .....	A1	MGM
Term Of Trial .....	A3	WB
Terror, The .....	A2	A-I
These Are The Damned .....		Col.
Three Fables Of Love .....	B	For.
Three Lives Of Thomasina, The ..		BV
Three Penny Opera .....		Emb.
Three Stooges Go Around The		
World In A Daze .....		Col.
Third Of A Man .....	A2	UA
Third Secret, The .....		Fox
Thrill Of It All, The .....	A2	U-I
13 Frightened Girls .....	A1	Col.
Thirty Years Of Fun .....	A1	Fox
This Sporting Life .....	A4	For.
Those Crazy Callows .....		BV
Thunder Island .....	A2	Fox
Ticklish Affair, A .....	A1	MGM
Tiger Walks, A .....		BV
Tiko And The Shark .....		MGM
Time Out For Love .....	B	For.
To Catch A Thief-Re. ....	A2	Par.
To Kill A Mocking Bird .....	A2	U-I
Tom Jones .....	A4	UA
Toys In The Attic .....	A3	UA
Traitors, The .....	A1	U
Train, The .....		UA
Trauma .....		Misc.
Traveling Lady, The .....		Col.
Trouble With Harry, The-Re. ...	B	Par.
20,000 Leagues Under The Sea-Re.	A1	BV
Twice Told Tales .....	A2	UA
Twilight Of Honor .....	A3	MGM
Two Are Guilty .....	A3	MGM
Two Nights With Cleopatra ...		For.

# U

Ugly American, The .....	A1	U-I
Under Age .....		AI
Under The Yum Yum Tree .....	A4	Col.
Unsinkable Molly Brown, The ...		MGM

# V

Vampire And The Ballerina, The .	B	UA
Vertigo-Re. ....	A2	Par.
Vice And Virtue .....		MGM
Victors, The .....		Col.
Village Of Daughters .....		MGM
Violated Paradise .....		For.
Visit, The .....		Fox
Viva Las Vegas .....		MGM
V.I.P.'s, The .....	A3	MGM

# W

Wacky Playboy, The .....		Misc.
Wall Of Noise .....	B	WB
Walleyed Nippon .....		For.
War Is Hell .....	A2	AA
Watch It, Sailor .....		Col.
Werewolf In A Girl's Dormitory .	A2	Misc.
What A Way To Go! .....		Fox
Wheeler Dealers, The .....	A2	MGM
When The Girls Take Over .....		Misc.
Whistle Your Way Back Home ..		Col.
Who's Been Sleeping In My Bed .	B	Par.
Who's Minding The Store? .....		Par.
Who's Got The Action .....	A3	Par.
Wild And Wonderful .....		U
Wild Is My Love .....		Misc.
Wives And Lovers .....	B	Par.
Women Of Straw .....		UA
Women Of The World .....		Emb.
Wonderful World Of The Brothers		
Grimm, The .....	A1	MGM
World Of Henry Orient, The ....		UA

# X

X-The Man With The X-Ray Eyes	A2	A-I
-------------------------------	----	-----

# Y

Year Of The Tiger .....		AA
Yellow Canary, The .....	A2	Fox
Yellowstone Cubs .....		BV
Yesterday, Today And Tomorrow .		Emb.
Young And The Brave .....	A1	MGM
Young Girls Of Good Family ...		Emb.
Youngblood Hawke .....		WB
Whistle Your Way Back Home ..		Col.
Young Racers, The .....	A2	A-I
Young Swingers, The .....	A1	Fox

6316	THRILL OF IT ALL, THE—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy
6306	TO KILL A MOCKINGBIRD—D-129m.—Gregory Peck, Mary Badham, Phillip Alford—5007 (12-19-62)—Well-made and absorbing drama
6317	TRAITORS, THE—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English
6308	UGLY AMERICAN, THE—D-120m.—(EC)—Marlon Brando, Sandra Church—5035 (4-3-63)—High rating, topical drama

## COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones  
 BRASS BOTTLE, THE—(EC)—Tony Randall, Burl Ives, Barbara Eden  
 CHALK GARDEN, THE—(TC)—Hayley Mills, Deborah Kerr  
 DARK PURPOSE—(TC)—Shirley Jones, Rossano Brazzi  
 GUNHAND, THE—Tony Young, Dan Duryea  
 HE RIDES TALL—Dan Duryea, Tony Young, Joe Morrow  
 HIDE AND SEEK—Janet Munro, Curt Jurgens  
 ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Jule Jayne  
 MAN'S FAVORITE SPORT?—(TC)—Rock Hudson, Paula Prentiss  
 RENEGADE POSSE—(EC)—Audie Murphy, Darren McGavin, Ruta Lee  
 WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kaufmann

## WARNER BROS.

## DISTRIBUTED DURING THE PAST 12 MONTHS

	AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
263	BLACK GOLD—MD-98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn
352	CASTILIAN, THE—D-103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
259	CRITICS CHOICE—C-100m.—(PV; TC)—Bob Hope, Lucille Ball—5035 (4-3-63)—Amusing comedy gets big 'name' boost
256	DAYS OF WINE AND ROSES—D-117m.—Jack Lemmon, Lee Remick, Charles Bickford—5004 (12-5-62)—Grim, well-made drama of evils of alcohol
257	GIANT—D-201m.—(WC)—Elizabeth Taylor, Rock Hudson James Dean—5017 (2-6-63)—A giant of a picture—Reissue
264	ISLAND OF LOVE—C-101m.—(PV; TC) Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy
354	MARY, MARY—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
	PALM SPRINGS WEEKEND—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
266	PT 109—D-140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's war-time experiences
353	RAMPAGE—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
265	SPENCER'S MOUNTAIN—D-119m.—(PV; TC)—Henry Fonda, Maureen O'Hara—5026 (3-6-63)—Highly Interesting drama for family trade
	SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
255	TERM OF TRIAL—D-113m.—Laurence Olivier, Simone Signoret—5015 (1-23-63)—Sensitive, well-acted drama—English
351	WALL OF NOISE—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

## COMING FEATURES IN ORDER OF RELEASE

Jan.	FOUR FOR TEXAS—(TC; PV)—Frank Sinatra, Dean Martin, Anita Ekberg
Jan.	MAN FROM GALVESTON, THE—Jeffrey Hunter, Joanna Moore, Preston Foster

## COMING

ACT ONE—George Hamilton, Jason Robards, jr.  
 AMERICA AMERICA—Stathis Giallelis  
 CHEYENNE AUTUMN—(Super-PV 70; C)—Spencer Tracy, James Stewart, Carroll Baker  
 DEAD RINGER—Bette Davis, Karl Malden, Peter Lawford  
 DISTANT TRUMPET, A—(PV; TC)—Troy Donahue, Suzanne Pleshette  
 DR. CRIPPEN—Donald Pleasence, James Robertson Justice  
 ENSIGN PULVER—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins  
 GREAT RACE, THE—(WS; C)—Burt Lancaster, Jack Lemmon  
 INCREDIBLE MR. LIMPET, THE—(TC)—Don Knotts, Carole Cook  
 KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen  
 MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn  
 OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page  
 ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby  
 SEX AND THE SINGLE GIRL—Tony Curtis, Natalie Wood, Henry Fonda  
 YOUNGBLOOD HAWKE—James Franciscus, Suzanne Pleshette

## MISCELLANEOUS

BALCONY, THE—D-84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental  
 BLACK FOX—DOC-89m.—Written, directed and produced by Louis Clyde Stoumen—5043 (5-1-63)—Fine documentary—Capri Films  
 BELL, BARE AND BEAUTIFUL—NOV-64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith  
 BUNNY YEAGER'S NUDE CAMERA—NOV-60m.—(C)—Bunny Yeager and models—5018 (2-6-63)—Nudie novelty for exploitation spots—Cinema Syndicate  
 CORRIDORS OF BLOOD—MD-87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges  
 CREATION OF THE HUMANIDS, THE—MD-75m.—(EC)—Don Megowan, Erica Elliot—5099 (10-9-63)—For the lower half—Emerson Film Ent.  
 DAUGHTER OF THE SUN GOD—MD-75m.—(EC)—William Holmes, Lisa Montell—5103 (10-23-63)—Strictly for the dualers—Filmed in Peru—Herts-Lion Int.  
 DEVIL'S HAND, THE—MD-71m.—Linda Christian, Robert Alda—5043 (5-1-63)—Voodoo devil worshippers meller for dualers—Crown Int.  
 EAST OF KILIMANJARO—MD-75m.—(Vistarama; TC)—Marshall Thompson, Gaby Andre—5043 (5-1-63)—Wild animal thriller for dualers—Made in Africa—Parade  
 EUROPE IN THE RAW—NOV-70m.—(EC)—Produced and photographed by Russ Meyer—5051 (5-29-63)—Mixture of sex and scenery for exploitation spots—Eve Productions  
 EUROPEAN NIGHTS—NOV-82m.—(EC)—Narrated by Henry Morgan—5043 (5-1-63)—Interesting Import—Italian; English narration—Burstyn  
 FALLGUY, THE—MD-70m.—Ed Dugan—5051 (5-29-63)—Crime meller for dualers—Fairway-Int.  
 GONE ARE THE DAYS—CD-97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.  
 GREAT CARUSO, THE—DMU-109m.—(TC)—Marlo Lanza, Ann Blythe—5013 (1-23-63)—High rating MGM reissue—Independent Exchanges  
 GREENWICH VILLAGE STORY—D-95m.—Robert Hogan, Melinda Plank—5066 (7-10-63)—Off-beat love story—Shawn Int.  
 HEAVENLY BODIES—NOV-60m.—(EC)—Russ Meyer—5092 (9-11-63)—Nudie novelty for censor-free spots—Eve  
 MONSTROSITY—MD-67m.—Erica Peters, Frank Gerstle—5099 (10-9-63)—For the dualers—Emerson Film Ent.  
 NATURE'S SWEETHEARTS—NOV-63m.—(EC)—Maria Stinger, Dick Powers—5074 (8-7-63)—Nudist film for adults—Ikay Beautiful Films  
 PAGAN ISLAND—D-60m.—Edwards Dew, Nani Maka—5018 (2-6-63)—Lower half programmer—Cinema Syndicate  
 PEEP SHOWS OF PARIS—BUR-70m.—(EC)—Tempest Storm—5066 (7-10-63)—Fair filmed burlesque show—Pad  
 PROMISES, PROMISES—C-75m.—Jayne Mansfield, Tommy Noonan—5096 (9-25-63)—Comedy and cheesecake make for fun—NTD  
 PUBLIC AFFAIR, A—D-75m.—Myron McCormick, Edward Binns, Jacqueline Loughrey—5043 (5-1-63)—Fair political expose dualler—Parade  
 STEAM HEAT—NOV-68m.—(EC)—Brandy Long, Bill Teas—5066 (7-10-63)—Fair nudie girlie novelty for fast buck spots—Pad  
 TRAUMA—MD-92m.—John Conte, Lynn Bari—5058 (6-12-63)—Satisfactory chills for horror fans—Parade  
 WHEN THE GIRLS TAKE OVER—C-80m.—(TC)—Robert Lowery, Ingeborg Kjeldsen—5058 (6-12-63)—Strictly for the lower half—Parade  
 SHOW BOAT—MUD-107m.—(TC)—Kathryn Grayson, Ava Gardner, Howard Keel—5014 (1-23-63)—High rating MGM reissue—Independent Exchanges  
 WILD IS MY LOVE—D-74m.—Paul Hampton, Elizabeth MacCraie—5018 (2-6-63)—For exploitation spots—Mishkin  
 WEREWOLF IN A GIRL'S DORMITORY (GHOUL IN SCHOOL, THE)—MD-84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges



## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

**ARMY GAME, THE**—C-87m.—(Franscope)—Christian De Tilliere, Ricet-Barrler—5058 (6-12-63)—Fair Comedy Import—French; English titles—Bleeker St. Cinema

**AS NATURE INTENDED**—NOV.—65m.—(EC)—Pamela Green, Jackie Salt—5058 (6-12-63) Travel and nudist novelty—English—Crown-Int.

**BUDDAH**—D-134m.—(TE; TC)—Kojiro Hongo—5066 (7-10-63)—Interesting entry for art spots—Japanese; English titles—Lopert

**BURNING COURT, THE**—MD-102m.—Nadja Tiller, Jean-Claude Braly—5074 (8-7-63)—Fair import—French-made; dubbed in English—Trans-Lux

**CHUSHINGURA**—D-105m.—(C)—Koushiro Matsumoto, Yuzo Kayama—5106 (11-6-63)—Colorful entry for art spots—Japanese; English titles—Toho

**FRENCH GAME, THE**—D-86m.—Francoise Brion, Jean-Louis Trintignant—5103 (10-23-63)—Moderately interesting Import—French made; English titles—Atlantic

**FRUIT IS RIPE, THE**—MD-90m.—Scilla Gabel, Philippe Leroy—5051 (5-29-63)—Sex-ridden meller for exploitation spots—French made; dubbed in English—Janus

**GIRL HUNTERS, THE**—MD-96m.—(PV)—Mickey Spillane, Shirley Eaton—5058 (6-12-63)—Well paced Spillane who-done-it—English—Colorama

**HEAD, THE**—MD-95m.—Horst Frank, Karen Kerne—5063 (6-26-63)—Exploitable horror item—Filmed abroad; dubbed in English—Trans-Lux

**HEAVENS ABOVE**—C-117m.—Peter Sellers, Isabel Jeans—5067 (7-10-63)—Amusing Peter Sellers spoof—English—Janus

**HERCULES AND THE CAPTIVE WOMEN**—FAN—91m.—(TE; TC)—Reg Park, Fay Spain—5047 (5-15-63)—For kiddie matinees and action spots—Italian; Dubbed in English—Woolner Bros.

**HOT MONEY GIRL**—MD-81m.—Eddie Constantine, Dawn Addams—5103 (10-23-63)—Okay action programmer—German-made; spoken in English—United Producers Releasing Org.

**HOUSEHOLDER, THE**—CD-100m.—Shashi Kapoor—5103 (10-23-63)—Cute import for art spots—Indian-made; English language—Royal Films Int.

**IMPERSONATOR, THE**—MD-64m.—John Crawford, Jane Griffiths, John Salew—5047 (5-15-63)—Okay adult murder meller programmer—English-made—Continental

**JULIE, THE REDHEAD**—C-100m.—Pascale Petit, Daniel Gelln—5106 (11-6-63)—Amusing import—French made; English titles—Shawn Int.

**LE AMICHE (THE GIRL FRIENDS)**—D-103m.—Eleanora Rossi Draga, Valentina Cortese—5059 (6-12-63)—Talky Import misses the mark—Italian; English titles—Premiere

**LA POUPÉE**—D-90m.—(EC)—Zbigniew Cybulski, Sonne Teal—5096 (9-25-63)—Way-out satire on politics and people—French; English titles—Hakim

**LAZARILLO**—D-100m.—Marco Paoletti—5059 (6-12-63)—Good art spots entry—Filmed in Spain; English titles—Union

**LORD OF THE FLIES**—D-90m.—James Aubrey, Tom Chapin—5092 (9-11-63)—Skillfully made, but disturbing drama is decidedly off-beat—English-made—Continental

**MAGNIFICENT SINNER**—D-91m.—(EC)—Romy Schneider, Curt Jurgens—5047 (5-15-63)—Moderately Interesting Import —Filmed abroad; English dialogue—Film-Mart

**MARRIAGE OF FIGARO, THE**—C-105m.—(EC)—Georges Descroeres, Yvonne Gaudeau—5069 (7-24-63)—Colorful entry for art spots—French; English titles—Union

**MILL OF THE STONE WOMEN**—MD-94m.—(TC)—Pierre Brice, Scilla Gabel—5104 (10-23-63)—Horror meller is okay dualler—Made in The Netherlands—Dubbed in English—Parade

**MOUSE ON THE MOON, THE**—C-82m.—(EC)—Margaret Rutherford, Bernard Cribbins, Ron Moody—5052 (5-29-63)—Amusing spoof on race for the moon—English—Lopert

**MURIEL**—D-115m.—(EC)—Delphine Seyrig, Jean-Baptiste Thiere—5106 (11-6-63)—Puzzling import strictly for art set—French; English titles—Lopert

**MY HOBO**—C-98m.—(Tohoscope; EC)—Keiji Kobayashi, Kideko Takamine—5069 (7-24-63)—Cute import—Japanese; English titles—Toho

**MY LIFE TO LIVE**—D-85m.—Anna Karina, Saddy Rebbot—5100 (10-9-63)—Fair Import—French made; English titles—Union

**MY NAME IS IVAN**—MD-94m.—Kolya Burlaiev—5067 (7-10-63)—Fair import of limited appeal—Russian; English titles—Sig Shore

**ORDERED TO LOVE**—D-82m.—Maria Perschy, Joachim Hansen—5075 (8-7-63)—Exploitable program offering—German-made; dubbed in English—M.C. Dist.

**PAIR OF BRIEFS, A**—C-90m.—Michael Craig, Mary Peach—5106 (11-6-63)—Satisfactory English comedy laughs at lawyers—English—Davis

**PILLAR OF FIRE, THE**—D-75m.—Michael Shilli, Nehama Hendel—5059 (6-12-63)—Interesting Import—Filmed in Israel; spoken in English—Kassler

**PLAYBOY OF THE WESTERN WORLD, THE**—D-100m.—(C)—Siobhan McKenna, Gary Raymond—5048 (5-15-63)—Good entry for art spots—Ireland—Janus

**PLAYGIRLS AND THE VAMPIRE, THE**—MD-76m.—Lyla Rocco, Walter Brandi—5067 (7-10-63)—Okay horror meller—Italian; dubbed in English—Fanfare

**RAGE OF THE BUCCANEERS**—MD-90m.—(CS; EC)—Richard Montalban, Vincent Price—5067 (7-10-63)—Good swashbuckler—Italian; dubbed in English—Colorama

**RESURRECTION**—D-148m.—Tamara Syomina, Yevgeni Matveyev—5107 (11-6-63)—Impressive rendition of Tolstoy novel—Russian; English titles—Artkino

**RUN WITH THE DEVIL**—D-93m.—Antonella Lualdi, Gerard Blain, Franco Fabrizi—5070 (7-24-63)—Interesting import—Italian; English titles—Jillo Films

**SANJURO**—MD-96m.—Tishiro Mifune—Good Import—5059 (6-12-63)—Japanese made; English titles—Toho

**SEASON FOR LOVE, THE**—D-103m.—Daniel Gelln, Francoise Arnoul—5059 (6-12-63)—Fair Import for art spots—French; English titles—Hakim

**SMALL WORLD OF SAMMY LEE, THE**—D-105m.—Anthony Newley, Julia Foster—5092 (9-11-63)—Intriguing tale best suited for adult audiences—Seven Arts

**SOUND OF TRUMPETS, THE**—90m.—D-Loredana Detto, Sandro Panzeri—5107 (11-6-63)—Interest-filled Import—Italian; English titles—Janus

**SPARROWS CAN'T SING**—CD-94m.—James Booth, Barbara Windsor—5059 (6-12-63)—Excellent true-life picture of "East End" Cockneys—English—Janus

**STEPPE, THE**—D-100m.—(EC)—Charles Vanel, Christina Cajoni—5107 (11-6-63)—Good import for art spots—Italian made; English titles—Royal Films Int.

**SUITOR, THE**—C-83m.—Pierre Etaix, Karin Vesely—5107 (11-6-63)—Amusing Import—French-made; English titles—Atlantic

**THIS SPORTING LIFE**—D-129m.—Richard Harris, Rachael Roberts—5070 (7-24-63)—Fascinating character study on the unpleasant side—English—Continental

**TIME OUT FOR LOVE**—D-91m.—Jean Seberg, Micheline Presle, Maurice Ronet—5067 (7-10-63)—Fair import—French; English titles—Zenith Int.

**THREE FABLES OF LOVE**—C-76m.—Sylvia Koscina, Anna Karina, Leslie Caron—5075 (8-7-63)—Fun-filled entry for art spots—Italo-French; English titles—Janus

**TWO NIGHTS WITH CLEOPATRA**—C-80m.—(C)—Sophia Loren, Alberto Sordi—5107 (11-9-63)—Farce has Loren name and little else—Italian; dubbed in English—Ultra

**VIOLATED PARADISE**—NOV.—64m.—(C)—Kazuko Mine—5070 (7-24-63)—Novelty for exploitation and art spots—Japanese narration—Victoria

**WALLEYED NIPPON**—C-90m.—(Tohoscope; C)—Akira Takarada, Yumi Shirakawa—5104 (10-23-63)—Cute entry of modern Japan and mixed-up romance—Japanese made; English titles—Toho

## THESE THEATRE- TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

### DATE BOOK FORMS:

- ... Pocket-Size-6 ring (3 3/4 x 6 3/4 in.) Dated full year supply \$1.00
- ... Large Size-3 ring (9 x 12 in.) Undated 52 pages ..... .50

### SERVICE-KIT SYSTEM:

- ... Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers ..... 1.30
- ... Availability and Playoff Worksheets (9 x 12 in.) 10 pages ..... .10
- ... Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages ..... .25

### BINDERS, Plain:

- ... For Pocket-Size Date Book-6 ring. Soft leatherette. .... 1.30
- ... For Service-Kit System, Reviews, Service-Section. Stiff leatherette. .... 1.50

### ZIPPER CASE BINDERS, Leather:

- ... 3-Ring, genuine cowhide. Tax incl. .... 6.00

### BOXOFFICE STATEMENTS:

- ... Regular theatre. Padded in 50's and punched (5 1/2 x 9 in.). Per Pad ..... .30
- ... Drive-in theatre. Padded in 50's and punched (5 1/2 x 9 in.). Per Pad ..... .30

### PROGRAM AND RUNNING TIME SCHEDULES:

- ... For regular and drive-in theatres. Padded in 50's. Per Pad ..... .30

### BOOKKEEPING SYSTEM—Book:

- ... At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

### BUSINESS ANALYSIS SPREAD-SHEETS:

- ... Drive-In theatres only. Large sheets (11 x 16 in.) Set of 13 sheets ..... .55

### PAYROLL FORMS:

- ... Weekly for regular and drive-in. Folding flap (8 1/2 x 11 in.). Set of 52 sheets .... 1.30

### EMPLOYEE EARNINGS RECORD CARDS:

- ... Annual card for each employee (8 1/2 x 11 in.). All deductions. Set of 12 cards .40

### PETTY CASH CONTROL SYSTEM:

- ... Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad ..... .30
- ... Weekly envelopes for filing full week's transactions. Set of 50 ..... .65

### SERVICE MANUALS FOR TRAINING:

- ... Separate sections on regular and drive-in employees. Each .10

## EXHIBITOR BOOK SHOP

317 N. Broad St.

Philadelphia, Pa. 19107



# The Shorts Parade

1962-63 1963-64 Seasons

## Buena Vista

### WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

- 17101 Donald's Lucky Day
- 17102 Donald's Cousin Gus
- 17103 Fire Chief (DD)
- 17104 Early To Bed (DD)
- 17105 Canine Caddy (MM)
- 17106 Springtime For Pluto (P)
- 17107 Dog Watch (P)
- 17108 Art Of Skiing (G)
- 17109 How To Play Baseball (G)
- 17110 Mickey's Delayed Date (MM)
- 17111 Chicken Little
- 17112 Two Chips and A Miss (Chip 'n' Dale)

### SINGLE REEL CARTOONS (TECHNICOLOR)

- 101 How To Have An Accident At Work
- 123 The Litterbug
- 125 Aquamania

### TWO REEL CARTOON SPECIALS (TECHNICOLOR)

- 097 Goliath II
- 102 Noah's Ark
- 119 Saga Of Windwagon Smith
- 112 Donald and The Wheel
- 139 A Symposium On Popular Songs

### THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

- 079 Japan
- 086 The Danube
- 099 Eyes In Outer Space
- 105 Islands Of The Sea
- 106 Mysteries Of The Deep
- 127 Bear Country (Re-issue)
- 131 Water Birds (Re-issue)

### FEATURETTES (TECHNICOLOR)

- 094 Legend Of Sleepy Hollow (Re-issue)
- 114 Hound That Thought He Was A Raccoon
- 118 Horse With The Flying Tail

## Columbia

### COLOR FEATURETTES

- 7441 (Sept.) Wonderful Switzerland
- 7442 (Nov.) Travel Along With The Arkansas Traveler
- 7443 (Jan.) Eventful Britain
- 7444 (Mar.) Wonderful Africa

### LOOPY DE LOOP COLOR CARTOONS

- 7701 (Sept.) Slippery Slippers
- 7702 (Oct.) Chicken Fracas-See
- 7703 (Nov.) Rancid Ransom
- 7704 (Dec.) Bunnies Abundant
- 7705 (Feb.) Just A Wolfe At Heart
- 7706 (Mar.) Chicken-Hearted Wolf
- 7707 (Apr.) Watcha Watchin'

### MR. MAGOO CARTOONS (REISSUES)

- 7751 (Sept.) Magoo's Cruise
- 7752 (Oct.) Magoo's Problem Child
- 7753 (Nov.) Love Comes To Magoo
- 7754 (Dec.) Meet Mother Magoo
- 7755 (Feb.) Gumshoe Magoo
- 7756 (Mar.) Magoo Goes Overboard

### COLOR FAVORITE CARTOONS (REISSUES)

- 7601 (Sept.) Gerald McBoing Boing On Planet Moo
- 7602 (Sept.) Happy Tots
- 7603 (Oct.) Willie The Kid
- 7604 (Nov.) Little Rover
- 7605 (Nov.) Christopher Crumpet
- 7606 (Dec.) A Boy and His Dog
- 7608 (Jan.) Snow Time
- 7609 (Feb.) Emperor's New Clothes
- 7610 (Mar.) Little Boy With A Big Horn
- 7611 (Mar.) The Foxy Pup
- 7612 (Apr.) Let's Go

### CANDID MICROPHONE

- 7551 (Sept.) No. 1 Series 4
- 7552 (Nov.) No. 2 Series 4
- 7553 (Jan.) No. 3 Series 4
- 7554 (Mar.) No. 4 Series 4

### TWO REELERS THE THREE STOOGES (REISSUES)

- 7401 (Sept.) Husbands Beware
- 7402 (Oct.) Creeps
- 7403 (Nov.) Flagpole Jitters
- 7404 (Jan.) For Crimin Out Loud
- 7405 (Feb.) Rumpus In The Harem
- 7406 (Apr.) Hot Stuff

### COMEDY FAVORITES (REISSUES)

- 7431 (Oct.) Slop, Look and Listen (Quillan & Vernon)
- 7432 (Nov.) Tall, Dark and Gruesome (Hugh Herbert)
- 7433 (Dec.) Training For Trouble (Schilling & Lane)
- 7434 (Jan.) He Popped His Pistol
- 7435 (Mar.) Wife Decoy

### ASSORTED FAVORITES (REISSUES)

- 7421 (Sept.) Spies and Guys (Joe Besser)
- 7422 (Nov.) General Nuisance (Buster Keaton)
- 7423 (Dec.) Hook A Crook (Joe Besser)
- 7424 (Feb.) So's Your Antenna (Harry Von Zell)
- 7425 (Apr.) She's Oil Mine (Buster Keaton)

## SERIALS (REISSUES)

- 7120 (Oct.) The Batman
- 7140 (Mar.) Roar Of The Iron Horse

## Metro-Goldwyn-Mayer

### TOM AND JERRY CARTOONS (METROCOLOR)

- W-361 (Sept.) Switchin' Kitten
- W-362 (Oct.) Down and Outing
- W-363 (Dec.) Greek To Me-ow
- W-364 (Jan.) High Steaks
- W-365 (Mar.) Mouse Into Space
- W-366 (Apr.) Landing Stripling
- W-367 (June) Calypso Cat

### NEW TOM AND JERRY CARTOONS (METROCOLOR)

- C-6431 Dickie Moe
- C-6432 Cartoon Kit
- C-6433 Tall In The Trap
- C-6434 Sorry Safari
- C-6435 Buddies Thicker Than Water
- C-6436 Carmen Get It

### GOLD MEDAL CARTOONS (TECHNICOLOR) (TOM AND JERRY REISSUES)

- W-6461 Puss Gets The Boot
- W-6462 Fraidy Cat
- W-6463 Dog Trouble
- W-6464 Bowling Alley Cat
- W-6465 Fine Feathered Friend
- W-6466 Sufferin' Cat
- W-6467 Lonesome Mouse
- W-6468 Mouse Comes To Dinner
- W-6469 Baby Puss
- W-6470 Zoot Cat
- W-6471 Million Dollar Cat
- W-6472 Puttin' On The Dog

## Paramount

### COLOR FEATURETTE

- AA22-1 Sportarama

### HIGH TOPPER

- T22-1 Thin Along

### NOVELTOONS

- P23-1 Gramps To The Rescue
- P23-2 Hobo's Holiday
- P23-3 Hound For Pound
- P23-4 Sheepish Wolf
- P23-5 Hiccup Hound
- P23-6 Whiz Quid Kid

### MODERN MADCAPS

- M23-1 Happy Harry
- M23-2 Tell Me A Bedtime Story
- M23-3 Pig's Feet
- M23-4 Sour Grapes
- M23-5 Goodie Good Deed
- M23-6 Muggy-Doo Boy Cat

### POPEYE CHAMPIONS

- E23-1 Beach Peach
- E23-2 Jitterbug Jive
- E23-3 Popeye Makes A Movie
- E-23-4 Fly's Last Flight
- E23-5 How Green Is My Spinach?
- E23-6 Gym Jam

### COMIC KING

- C22-1 Et Tu Otto
- C22-2 A Tree Is A Tree Is A Tree
- C22-3 The Method and Maw
- C22-4 Take Me To Your Gen'ral
- C22-5 Keeping Up With Krazy
- C22-6 Mouse Blanche

### SPECIAL

- B23-1 Jamboree At Marathon

### SPORTS IN ACTION

- D23-1 Festival Of The Bulls
- D23-2 Sky Divers

## 20th Century-Fox

### MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

- 7313 (June) Pope John XXIII

### MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

- 7301 (Jan.) Rail Tour of Europe
- 7302 (Feb.) Maine, U.S.A.
- 7303 (March) Sports, Wacky and Wet
- 7304 (April) Fairytale Land—Denmark
- 7305 (May) Chinatown
- 7306 (June) Rangers of Yellowstone
- 7307 (May) Bermuda Moods
- 7308 (July) Green Gold
- 7309 (Nov.) Atomic Lady
- 7310 (Dec.) Tasmania

## TERRYTOONS (CINEMASCOPE; DELUXE COLOR)

- 5301 (Jan.) Fight to the Finish
- 5302 (March) Astronaut
- 5303 (April) Missing Genie
- 5304 (April) Tea Party
- 5305 (June) Sidney's White Elephant
- 5306 (June) Trouble In Baghdad
- 5307 (July) A Bell For Philadelphia
- 5308 (Aug.) Driven To Extraction
- 5309 (Sept.) The Big Clean-Up
- 5310 (Nov.) Split-Level Treehouse

## TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

- 5321 (Jan.) Tea House Mouse
- 5322 (Feb.) To Be Or Not To Be
- 5323 (March) The Juggler of Our Lady
- 5324 (May) Pearl Crazy
- 5325 (July) Cherry Blossom Festival
- 5326 (Oct.) Spooky-Yaki

## Universal-International

### TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

- 4301 (Jan.) Land Of The Long White Cloud
- 4306 (Apr.) Four Hits And A Mister

### SPECIAL

- 4304 (Jan.) Football Highlights of 1962

### ONE REEL COLOR SPECIALS

- 4371 (Jan.) Steel Bands—Tropical Music (CS)
- 4372 (Feb.) A Picture For Jean
- 4373 (Mar.) A Bridge Named Emma (CS)
- 4374 (Apr.) End Of The Plains
- 4375 (May) Island Spectacular
- 4376 (June) The Unknown Giant
- 4377 (July) This Is The Place
- 4378 (Aug.) Land Of Homer

### WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

- 4331 (Jan.) Woody Meets Davy Crewcut
- 4332 (Feb.) Box Car Bandit
- 4333 (Mar.) Unwearable Salesman
- 4334 (Apr.) International Woodpecker
- 4335 (May) To Catch A Woodpecker
- 4336 (June) Round Trip To Mars
- 4337 (July) Dopy Dick, The Pink Whale

### NEW WALTER LANTZ COLOR CARTUNES

- 4311 (Jan.) Fish and Chips
- 4312 (Jan.) Greedy Gabby Gator (WW)
- 4313 (Feb.) Coming Out Party
- 4314 (Mar.) Case Of The Cold Storage Yegg
- 4315 (Mar.) Robin Hoody Woody, (WW)
- 4316 (Apr.) Charlie's Mother-In-Law
- 4317 (May) Stowaway Woody (WW)
- 4318 (May) Hi-Seas Hi-Jacker
- 4319 (June) Shutter Bug (WW)
- 4320 (July) Salmon Loafer
- 4321 (July) Coy Decoy (WW)
- 4322 (Aug.) Goose In The Rough
- 4323 (Sept.) Tenant's Racket (WW)
- 4324 (Oct.) Pesky Pelican
- 4325 (Oct.) Short In The Saddle (WW)
- 4326 (Nov.) Goose Is Wild
- 4327 (Nov.) Teepee For Two (WW)
- 4328 (Dec.) Science Friction (WW)
- 4329 (Dec.) Calling Dr. Woodpecker (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 2701 (9-7-63) The Unmentionables
- 2702 (9-28-63) Aqua Duck
- 2703 (11-9-63) Claws Of The Lease
- 2704 (11-30-63) Transylvania
- 2705 (12-28-63) To Beep Or Not To Beep
- 2706 (2-8-64) A Message To Gracias
- 2707 (2-29-64) Bartholomew Vs The Wheel

### BUGS BUNNY SPECIALS

- 2721 (10-19-63) Mad As A Mars Hare
- 2722 (1-18-64) Dumb Patrol

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 2301 (9-14-63) Yankee Dood It
- 2302 (10-12-63) Gone Batty
- 2303 (11-16-63) From A To Z-Z-Z
- 2304 (12-21-63) Tweet Zoo
- 2305 (1-25-64) Weasel Stop
- 2306 (2-15-64) Tobasco Road

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) TWO-REELERS

- 2001 (1-11-64) With Their Eyes On The Stars

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES) ONE-REEL

- 2501 (9-21-63) A Wish And Ticino
- 2502 (10-26-63) Unfamiliar Sports
- 2503 (12-14-63) Cheyenne Days
- 2504 (2-1-64) Kingdom Of The Saguenay



# CLASSIFIED ADVERTISING

**Fifteen cents per word** (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## EQUIPMENT WANTED

WANTED, USED BOOTH EQUIPMENT. Will dismantle. Write BOX 262, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## FILMS WANTED

WANTED: 35mm and 16mm prints, negatives, trailers, posters, pressbooks, etc. on 1934 feature "THE SCARLET LETTER" starring Colleen Moore. SIGNATURE FILMS, 2120 Cross Bronx Expressway, Bronx, New York 10473.

## PHOTO BLOWUPS

PHOTO BLOWUPS IN BEAUTIFUL COLORS from your photos. Send for price list. Fast service anywhere. Show business art since 1899. STITES PORTRAIT CO., Shelbyville, Indiana.

## 16MM FILMS

16MM FILMS FOR SALE. A. B. HEMBREE, 276 East Twelfth Street, Cookeville, Tenn.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

## THEATRES FOR SALE

300 CAR DRIVE-IN for sale in southern Kentucky. Contact JOHN CRAFT, Tompkinsville, Kentucky.

MODERN 600 seat theatre, Littlestown, Pa. Reason—blindness. Inquire CARL F. HERMANN, 70 N. Atherton Ave., Kingston, Pa.

FOR SALE: Lake Theatre, brick and steel, stereophonic sound, 36' screen, 380 seats. Three apartments and beauty shop rentals. OTTO SORENSEN, Powers Lake, N. D.

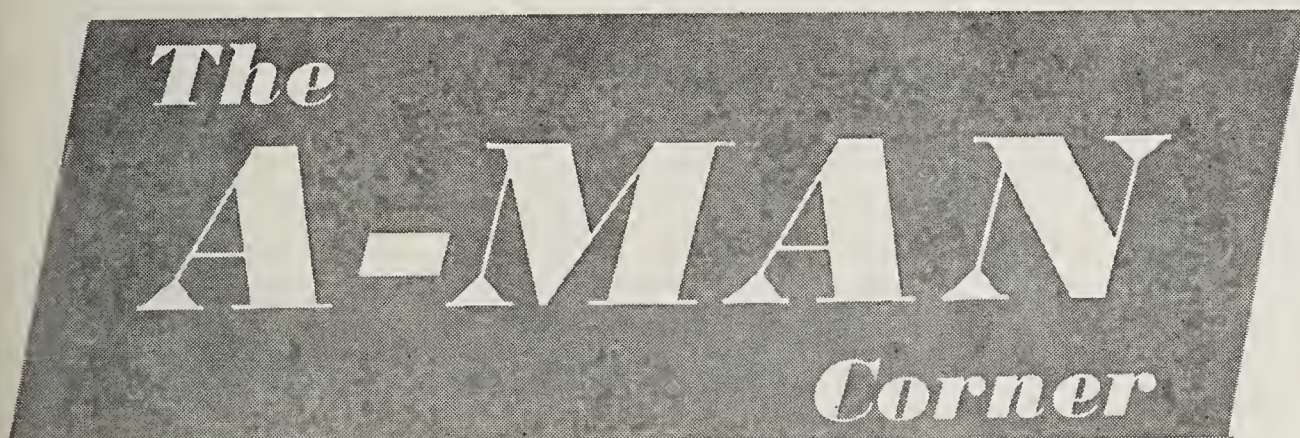
## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

## For FORMS and SYSTEMS...BOOK SHOP



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or if you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: Experienced monogers for New York area. Send complete résumé, recent snapshot and references to A.I.T., 2075A Newbridge Road, Bellmore, L. I., N. Y. Drifters stay away. (1113)

THEATRE MANAGER, retired and pensioned by Century Theatres, wants 1 or 2 days relief work weekly, New York or Long Island. BEN MINDLIN, 83-20 98th St., Woodhove, L. I., N. Y. (1113)

THEATRE MAN AVAILABLE: 21 years in management and publicity. Seeking job as division or city monoger. Organizations looking for Yes Men — look elsewhere. BOX A1120, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

IMMEDIATE OPENINGS for experienced managers. (Working managers only need apply). Must have references, ambition, and be bondable. Send complete résumé, and photo first letter. ARMSTRONG CIRCUIT, INC., P. O. Box 337, Bowling Green, Ohio 43402. (1120)

MANAGERS—Expanding circuit, eastern Pennsylvania, needs experienced men. Excellent opportunity, drive-in or conventional. Send complete résumé, references, recent snapshot and salary requirements. Replies strictly confidential. Write PERSONNEL MGR., P. O. Box 255, Spring House, Pa. 19477. (1120)

MANAGER AVAILABLE. 11 years experience. All phases. Former top circuit city manager, left to operate own theatre. Best references. College background. Contacts wanted. BOX A1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Philo., Pa. 19107.

ART THEATRE top caliber manager desires position. Boxoffice bonus with know-how experience. Long Island, Nassau County residence. BOX B1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE MANAGER available. 25 years experience, excellent references, completely bondable. Familiar with both city and suburban operations. Prefer Boston or New England area. BOX C1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Experienced theatre manager for a conventional theatre in average sized city in Connecticut. Please give age, experience, references, etc. BOX D1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

PART-TIME MANAGER wanted. A couple of evenings and weekends only. Apply S. HORWITZ, Tuxedo Theatre, 3050 Ocean Parkway, Brooklyn. ES 2-1111. (1127)

HANDY SUBSCRIPTION BLANK

**Yes, start sending**

**MOTION PICTURE**

**EXHIBITOR**

*plus*

**Showmen's Trade Review**

TO:

Name .....

Title .....

Address .....



☐ Enclosed ☐ Or bill me

☐ \$2.00 for one year

☐ \$3.50 for two years

☐ \$5.00 for three years

(Outside Western Hemisphere)

☐ \$5.00 one year

☐ \$8.00 two years

☐ \$11.00 three years

**CLIP and MAIL TODAY TO**

**317 N. Broad St., Phila., Pa. 19107**

Address all Correspondence to— **The A—MAN Corner** {Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107



# PRICE SLASHED!

~~\$7.50~~

## LAST CALL — \$2.75

**First come,**

**First served!**

LAYOUTS • STYLES •  
CROPPING PHOTOS  
• ORDERING CUTS •  
REVERSE PLATES • THE  
AMUSEMENT PAGE • OFF-  
SET • BALANCE • HEAD-  
LINE WRITING • SALES  
LINES • TYPE FACES • COPY  
WRITING • COMPOSITION •  
SIGNS • LETTERPRESS •  
OFFSET • SILK SCREEN • MATS  
• THE AMUSEMENT PAGE • SAMP-  
LING • HERALDS • WINDOW  
CARDS • COUNTER CARDS • and  
1000's OF OTHER ADVERTISING  
SUBJECTS. *Authored by Men who Know!*

**While  
they  
last!**

•  
236  
BIG  
PAGES



**DO IT NOW!**

**HELP  
YOURSELF TO  
EXPERIENCE!**

MOTION PICTURE EXHIBITOR  
BOOK SHOP

317 N. Broad St., Philadelphia 7, Pa.

Enclosed \$..... for ..... copy(s) of  
"SHOWMANSHIP IN ADVERTISING"

ship postpaid to:

NAME .....

ADDRESS .....

No COD Shipments — In Canada add 25¢ — Foreign add 50¢



**MOTION PICTURE**

# **EXHIBITOR**

**DECEMBER 4, 1963**

Volume 70

Number 27

IN THREE SECTIONS • THIS IS SECTION ONE



## **Calif. Pay-TV Firm Bares Plans**

(See Page 9)

## **IFIDA Maps New Production "Fund"**

(See Page 10)

Ed Doherty, Memphis, partner in Exhibitors Services, was elected recently as president of the theatre owners organization representing exhibitors from Arkansas, Tennessee, and Mississippi.

**MSGR. LITTLE, IS THERE AN ANSWER? . . .** see editorial—page 5



# A GALAXY OF REMARKABLE CHARACTERS

The picture  
that swings  
from hilarity  
to heart-break  
...and back  
again!



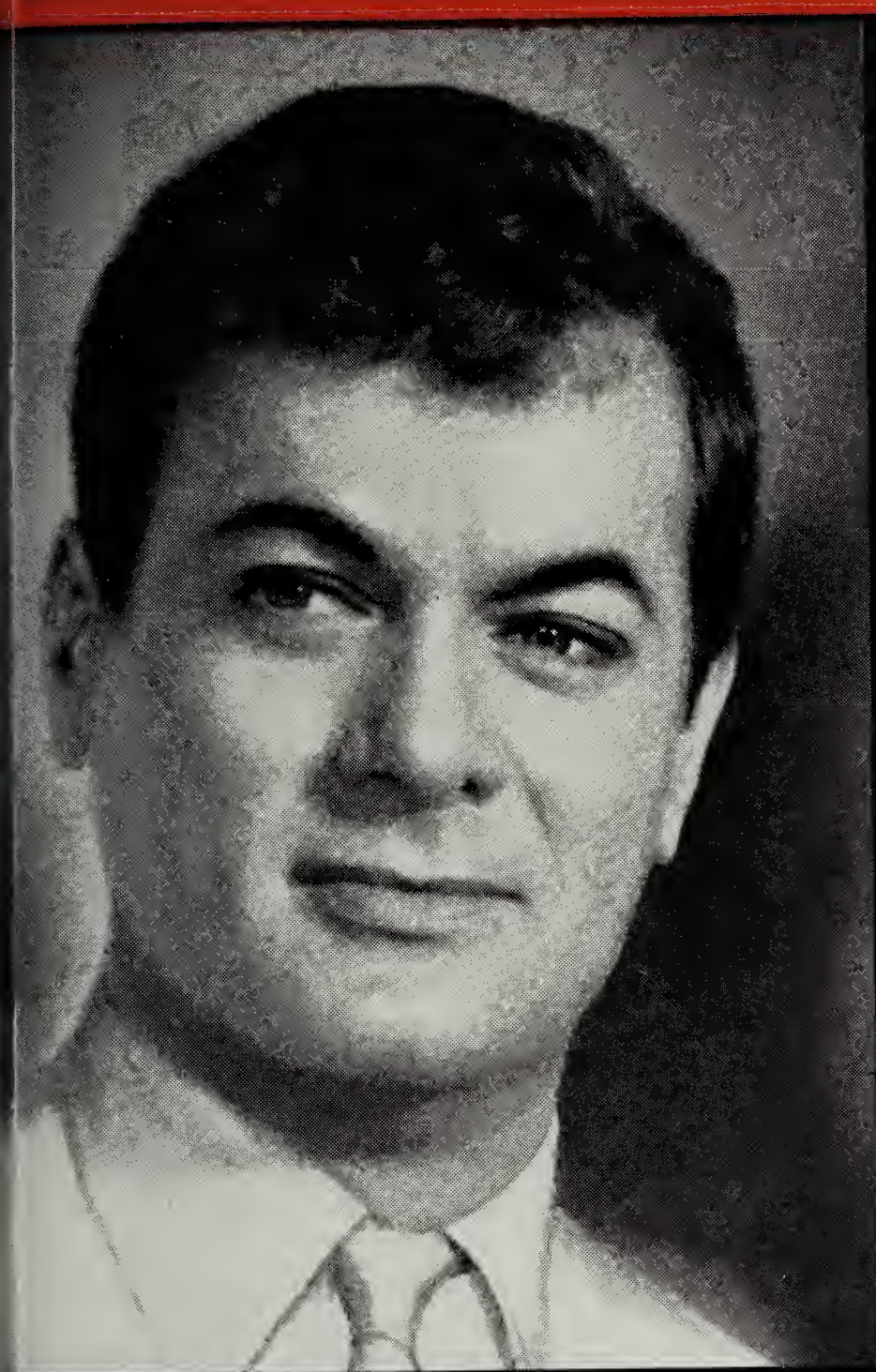
**GREGORY PECK**  
"CAPTAIN"

CO-STARRING **ANGIE DICKINSON**  
BETHEL LESLIE with ROBERT DUVALL

Screenplay by RICHARD L. BREEN, PHOEBE and HENRY EPHRON • From the novel by LEO ROSTEN • Directed by



*STORY OF LOVE, LAUGHTER AND TEARS!*



**TONY CURTIS**  
**"NEWMAN, M.D."**

ASTMAN **COLOR**

**DIE ALBERT · JAMES GREGORY**  
**SARGENT · LARRY STORCH**

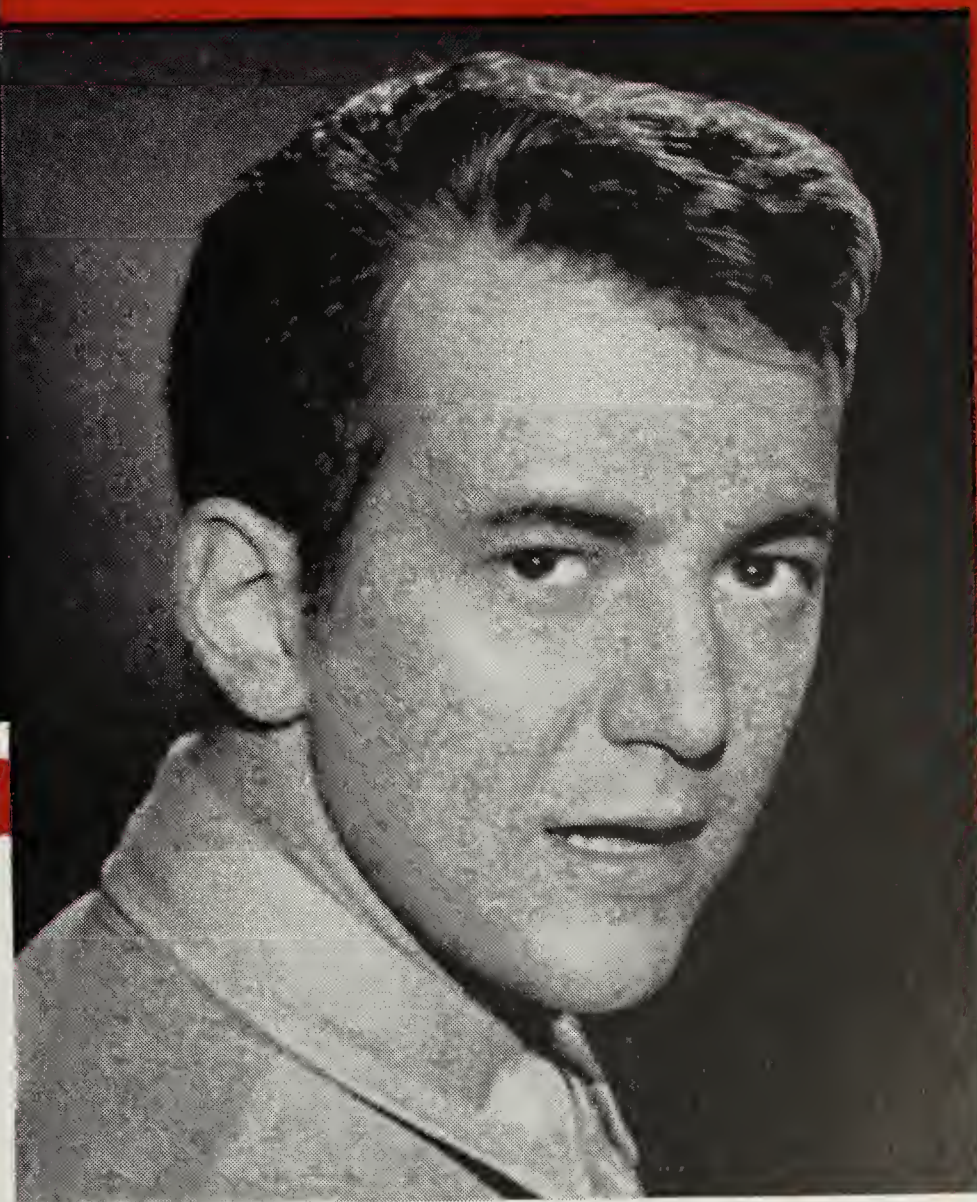
**BOBBY DARIN** AS CORPORAL JIM TOMPKINS

**MILLER** • Produced by **ROBERT ARTHUR** A BRENTWOOD-REYNARD PRODUCTION • A UNIVERSAL PICTURE

Set to open  
Radio City  
Music Hall,  
New York



Exclusive Engagement  
starts Christmas Day  
Hollywood, Paramount

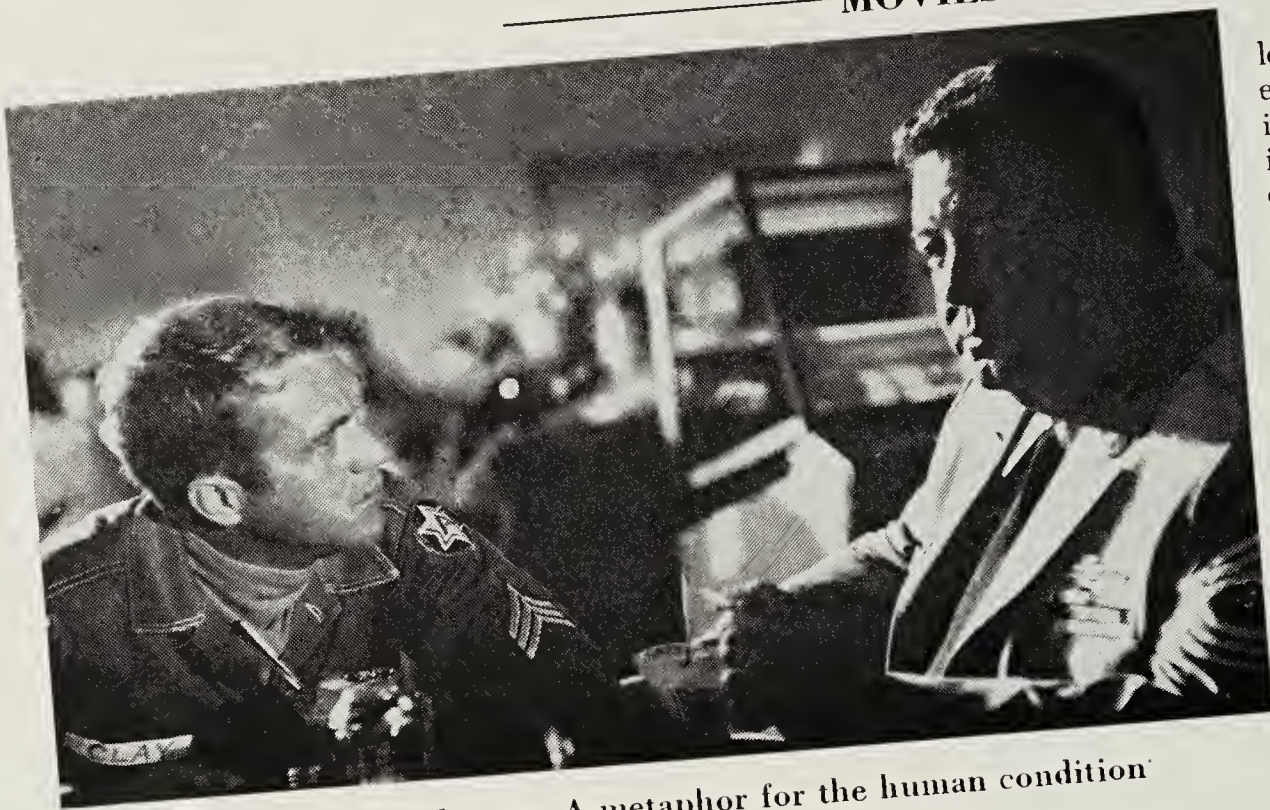




# A GREAT NATIONAL MAGAZINE RATES IT NOT PERFECT, BUT DARN NEAR IT!

**Newsweek**

## MOVIES



McQueen and Gleason: A metaphor for the human condition

### An Honest Soldier

Master Sgt. Maxwell Slaughter is an operator. He sits in his air-conditioned office, in the swivel chair he scrounged, and leads a lovely life. He knows which strings to pull and he pulls them, not only to get this or that arranged, but for the pure love of the game. String-pulling, The New York Times crossword puzzles, and butter-brickle ice cream are the great joys of his life. He could be diminished, by caricature, to a kind of Sergeant Bilko—but as William Goldman limned him in his novel, and as Jackie Gleason plays him on the screen, he is fully three-dimensional, the fat, sad man who has found a refuge in the

Army. The friendship between Slaughter and Supply Sgt. Eustis Clay is the subject of **SOLDIER IN THE RAIN**.

Steve McQueen is Clay, the semi-moronic student of Slaughter's melancholy. Clay is an optimist, a dreamer, a naïf who wants to get out of the Army and make a billion dollars—renting out penguins with ads written on their chests, or charging admission to the Rose Bowl to watch Pfc. Jerry Meltzer run the three-minute mile. The fact that Clay is unable to cope even with the simple problems of Army life, and that Slaughter is forever extricating him from tangles of disaster, bothers him not at all.

McQueen, a perfect ballet of the loose-limbed and loose-minded noncom, even embodies the physical characteristics novelist Goldman described. Still, it is Gleason's show, and that fitful wonder, who has wandered from the triumphant Minnesota Fats (in "The Hustler") to the abysmally bad Gigot, is at the very top of his mountainous form. The scene in which he squires an imbecilic high-school chippie (Tuesday Weld) to a carnival, despising her, and despised by her (she calls him "jelly-belly" and "balloon-head") until they discover their common interest in crossword puzzles, is perhaps the most delicately modeled and beautifully restrained sequence of any American film of this year. With great elegance, Gleason addresses Weld with the formal, distant "Miss Pepperdine," while she chews gum. That they should become friends, after Gleason declines a sexual invitation, is preposterous, but queerly credible and even beautiful.

Gleason is able to carry the burden of Goldman's meaning, for Goldman's Army sergeant represents the same sort of battered reality as Bernard Malamud's Jewish storekeepers, or James Baldwin's Negroes. The Army is a metaphor for the human condition, and Slaughter has found out what that is—a limited, imperfect compromise.

There are certain flaws in "Soldier in the Rain"—occasional awkwardness in exposition, funny moments that just miss—but one is inclined to overlook these defects for the sake of a great virtue which is rare in American films: it is an honest, modest suggestion of what life is about.

# A FAMED COLUMNIST SAYS— "I enjoyed every minute of it!" — HEDDA HOPPEL

ALLIED ARTISTS presents

**JACKIE GLEASON AND STEVE MCQUEEN**

...The Great One joins forces with the guy who led 'The Great Escape'!

**Soldier in the Rain**

A BLAKE EDWARDS PRODUCTION

Co-Starring

Tuesday Weld • Tony Bill • Tom Poston • Ed Nelson

MUSIC—  
HENRY MANCINI

Produced by MARTIN JUROW • Directed by RALPH NELSON  
Screenplay by MAURICE RICHLIN and BLAKE EDWARDS



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees, Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 70 • No. 22

DECEMBER 4, 1963

## MSGR. LITTLE, IS THERE AN ANSWER?

THEATRE OPERATION, we have said on many occasions, is a partnership between the exhibitor and his public. Generally, the public gets the kind of theatre it will support. Without public support, no theatre can survive.

We receive many letters from exhibitors on many different subjects. Occasionally, we find one of such interest that we make it the subject of an editorial. Such a letter arrived recently from Theodore Christ, who operates the Wapa Theatre in Wapakoneta, Ohio (population—7,000).

Here is Mr. Christ's letter in part:

*"My beef is you are always talking about the fast buck pictures. I wholeheartedly agree with you, but what is a man supposed to do when his competition runs it continuously? I weakened this fall and played two nudie pictures. This was my first time in the 26 years I have been in the business. I did six times normal business. This is still not my idea of the way to run a theatre, but when the chains do it and take your business, I do not think I have any alternative but to play a few. (EDITOR'S NOTE: Perhaps the Legion of Decency has an answer.)"*

*"I leased the Wapa Theatre Nov. 8, 1963, and have increased business, but all they want here is a place to set their kids. They come to me complimenting on how much quieter it is now and how we've cleaned it up, but it is mostly talk as we are not getting the adults yet."*

*"Also, you are talking about the way we have to buy and run pictures, such as giving up our Saturdays and sometimes double weekends on percentage."*

*"Will you please try to tell me what an independent exhibitor like myself is to do when all the big companies or chains give this playing time? I want to run the Wapa as a first run house with other towns our size. If I don't give these terms, I have to wait six months to a year. Disney still won't let me play them any other way. (EDITOR'S NOTE: The Disney organization has been found to be cooperative.)"*

*"Well, I have this off my chest. Maybe I should tear it up, but I'm going to let you read it. I know we can't do anything about it. Just keep up the good work in your editorials."*

Mr. Christ enclosed some promotional items and a newspaper ad which indicate that he is doing all he can to attract the public to a well run theatre. The ad is aimed at telling the teen-agers and children how important it is that they behave properly in the theatre.

Here is an exhibitor, experienced and knowledgeable, who is obviously trying his best to attract the townspeople to a cheerful, well operated place of entertainment. We wish him good fortune.

The questions raised by Mr. Christ are important ones for all the industry to ponder. It is easy to criticize fast-buck

theatremen from the vantage-point of an observer who is not involved in the day-by-day struggle for economic survival. But what of the theatremen who discovers this is the only way he can attract the adults of his community? It is obvious that exhibition can not hope to survive as a glorified baby-sitting service. It is equally obvious that "six times normal business" is nothing to be sneezed at.

Naturally, the moralists are shocked at fast buck films. Churchmen, educators, women's groups, etc., are quick to condemn. The exhibitor has the right to ask them where they are when the worthwhile films are playing to empty houses. We have never condoned the exhibition of fast buck pictures. Our opposition to them is as strong as ever. Also, we are not implying that the public should be forced to attend any movie. The hard economic facts, however, make it obvious that the public will get the kind of entertainment it will support. If public taste has been warped to the extent that it will only react to trash, then theatres, we are sorry to say, are not entirely to blame for selling them trash.

This is a sad situation and it will not be rectified until the same moralists who are loud in condemnation make their voices heard in support of the good and the worthwhile. Legislation via censorship or classification is not the answer. The solution must come from a sense of mutual responsibility.

Mr. Christ raises questions as well concerning the buying and selling of pictures. Again, we don't have any easy solutions to the problems which plague him and so many other theatre operators. There was a time when this business seemed to realize that not every theatre could be treated in the same way. There was mutual consideration, and the right of the small independent to stay in business and earn a living was recognized and respected. We can only hope that the dictates of good business judgment and common sense will bring this happy state back to our troubled industry.

There is nothing to be gained by a policy that makes it impossible for the small town independent to survive. There is a great deal to be lost by such a policy. This is a loss that will be felt by the industry and the community as well. The side effects of a closed theatre are terrible. A piece of a town dies as well when the marquee goes dark. Traffic which brought Main Street to life disappears, and merchants are affected in wholesale lots.

A theatre brings life to a community—commercial life and social life. In many cities, it was only after the local theatre quietly closed its doors that the community realized how great was the loss. Then merchants got together and public pledges of support brought the theatre back to life in many instances.

How much more sensible it would be if those pledges of support could be obtained before the screen goes dark. We started out this editorial by saying that theatre operation is a partnership between the exhibitor and his public.

It is time both sides learned how to make that partnership work.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

Arthur M. Tolchin, assistant to the president of Loew's Theatres, Inc., became the father of an eight pound boy, named **Douglas Blake**.

### Obituaries

Nat Levy, veteran motion picture sales executive, died at his New York City home after a lingering illness. He began his career in 1921 as sales manager in Toronto for Universal Pictures and shifted to the Philadelphia branch in 1924 and to Albany in 1927. In 1929, he joined RKO Pictures heading the branches in Philadelphia and Detroit; then becoming eastern district manager and eastern division manager, a post he held until the company's demise. He is survived by his wife, two daughters, five sisters, and one brother. He was a member of Motion Picture Pioneers and the Variety Club.

**C. J. Petrillo**, director of music for WBBM-CBS Chicago and a brother of **James C. Petrillo**, former head of the musicians' union, died in St. Elizabeth's Hospital, Chicago. At one time, he had been assistant conductor at several Balaban and Katz motion picture theatres. Survivors include his widow, a daughter, three sons, and 12 grandchildren.

**Frank L. Ward**, 67, assistant amusement department manager, Chicago American died at his Wilmette, Ill., home. He was known as "the dean of Chicago newspaper salesmen in the field of motion picture advertising." He had many friends in the industry.

### Jones Heads British Tent

LONDON—Described as "Mr. Variety" at the nominations dinner, press guy David Jones has been voted chief barker of the Variety Club of Great Britain. This is just reward for a fabulous, untiring job done with a generous heart since the inception of the London Tent. Jack Klein continues as first assistant; Clifford Jeapes, second assistant; and David Kingsley, dough guy.



Peter Lorre and producer Anthony Carras, American International Pictures, behind Lorre, recently played host to the U.S. Navy Blue Angel precision flying team at an informal dinner and special preview of AIP's "The Comedy Of Terrors," in response to a long standing invitation from the actor and AIP to "visit us in Hollywood" when the air group spent some time at Pt. Magu Naval Air Station near Los Angeles.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., DEC. 2

## Disappointing Films Seen Cause of Big MGM Loss

NEW YORK—Metro-Goldwyn-Mayer, Inc., reported a loss for the fiscal year ending Aug. 31, of \$17,478,965.

Robert H. O'Brien, president, said that results for the first quarter of this year indicated a return to profitable operation would be seen this year. Company directors have continued payment of quarterly dividends because of the good prospects through 1964, it was stated in a stockholder's report. A dividend, payable Jan. 15, was voted at the rate of 37½ cents.

The company showed a net income of \$2,589,269, or \$1.01 per share, for the preceding year. The loss for the year ending Aug. 31, 1963, totalled \$31,778,965 before tax credits brought it down to \$17,478,965. Gross income for the two years showed little difference. From \$136,219,455 for the year ending Aug. 31, 1962, it rose to \$136,999,002 this year.

Heavy losses were cited in films, notably in medium budget pictures and a few costly productions on which the company did not recoup negative costs.

"While some of the pictures earned grosses which reflect wide popular acceptance, the amounts taken in were nevertheless unsatisfactory in light of their high production and distribution costs," O'Brien said.

He said that "increased emphasis has been placed upon the creation of a balanced inventory of pictures, both with respect to cost and subject matter." He said that "drastic losses from a few pictures are reduced to the minimum of normal risk inherent in our business." TV and music operations, while remaining profitable, showed a downturn compared to the previous year.



## BROADWAY GROSSES

### "Mad" Leads Holiday Parade

NEW YORK—The Thanksgiving period provided a boxoffice boost for the Broadway first-runs as "Mad, Mad, Mad, Mad World" led the new entries.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"TWILIGHT OF HONOR" (MGM). Paramount stated the third week hit \$20,000.

"THE WHEELER DEALERS" (MGM). Radio City Music Hall, with stage show, did \$121,000 on Thursday through Saturday, with the third, and final, week sure of \$155,000.

"A NEW KIND OF LOVE" (Paramount). De Mille stated that the fifth week was \$8,500.

"HOW THE WEST WAS WON" (MGM-Cinerama). Loew's Cinerama announced \$27,000 for the 36th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the second session was \$52,307.

"MC LINTOCK" (UA). Astor did \$12,000 on the third, and final week.

"WHO'S MINDING THE STORE?" (Paramount). Victoria garnered \$23,000 for the opening week.

"TAKE HER, SHE'S MINE" (20th-Fox). Criterion announced \$18,500 for the third week.

"CLEOPATRA" (20th-Fox). Rivoli said the 21st week was \$30,000.

"SOLDIER IN THE RAIN" (AA). RKO Palace claimed the opening week hit \$28,000.

"UNDER THE YUM YUM TREE" (Columbia). Loew's State tallied \$34,000 on the second week.

### MGM Sets "Showcase"

NEW YORK—Morris E. Lefko, vice-president and general sales manager, MGM Pictures, announced a new company distribution pattern for the greater New York area will go into effect on Jan. 22.

Twenty theatres will inaugurate the MGM Showcase Picture policy which will bring that company's films not only to a number of deluxe neighborhood theatres, but will penetrate even deeper into the key suburban theatres of the outlying areas.

First picture under the new policy will be "The Wheeler Dealers." He expects most of the company's product to go out under the new plan.

### Para., Bronston Pact Set

NEW YORK—Samuel Bronston Productions and Paramount Pictures have entered into an association of four major motion pictures with a total budget of over \$40,000,000.

As the first production under the four-picture agreement, "The Fall of the Roman Empire" will be distributed by Paramount in the Western Hemisphere. The film will be launched on a hard-ticket, road show policy next year.

"The Fall of the Roman Empire" will be followed by "Circus World," which Paramount also will distribute in the Western Hemisphere; "Nightrunners of Bengal," and "Suez."





SHE'S MARRIED TO HIM...HE'S MARRIED TO HER...



...AND...IT'S...SHEER...BEDLAM...FROM...MORNING...



TWENTIETH CENTURY-FOX PRESENTS

**doris day**  
**james garner**  
**polly bergen** IN

AN AARON ROSENBERG-MARTIN MELCHER PRODUCTION

**"move**  
**over,**  
**darling"**



**Money**  
**Christmas**  
TO EXHIBITORS  
FROM **20th**

COLOR BY DELUXE

...TIL NIGHT!

CO-STARRING THELMA RITTER • FRED CLARK • DON KNOTTS • ELLIOTT REID AND WITH **chuck connors** AS ADAM  
PRODUCED BY AARON ROSENBERG & MARTIN MELCHER • DIRECTED BY MICHAEL GORDON • SCREENPLAY BY HAL KANTER & JACK SHER  
BASED ON A SCREENPLAY BY BELLA SPEWACK & SAMUEL SPEWACK • STORY BY BELLA SPEWACK, SAMUEL SPEWACK & LEO MCCAREY • CINEMASCOPE



*It's All Yours*

SPECIALLY WRAPPED WITH  
THAT 20<sup>TH</sup> BRAND OF  
SHOWMANSHIP!

**SPECIAL**

FULL COLOR  
NATIONAL MAGAZINE  
ADVERTISING  
geared to reach all levels  
of your market potential!

**SPECIAL**

ANIMATED TV TRAILERS  
and

PROVOCATIVE  
RADIO SPOTS

designed to sell every  
facet of this big  
holiday attraction!

**SPECIAL**

THEATRICAL  
TEASER TRAILER

In Color by De Luxe.

AVAILABLE FREE!

**SPECIAL**

Giant 74" High Full Color  
Advance Lobby Piece!

**SPECIAL**

DORIS DAY SINGS  
THE TITLE SONG

Recorded with that  
new beat and up-to-  
the-minute sound for  
nation-wide teenage  
appeal!

**SPECIAL**

POINT-OF-SALE  
MERCHANDISING

tailored for  
solid impact  
at the  
local level!

TWENTIETH CENTURY-FOX PRESENTS

*doris day*  
*james garner*  
*polly bergen* <sup>IN</sup>

AN AARON ROSENBERG-MARTIN MELCHER PRODUCTION

*"move  
over,  
darling"*



COLOR BY DELUXE

CO-STARRING THELMA RITTER • FRED CLARK • DON KNOTTS • ELLIOTT REID AND WITH

PRODUCED BY AARON ROSENBERG & MARTIN MELCHER • DIRECTED BY MICHAEL GORDON • SCREENPLAY BY HAL KANTER & JACK SHER

BASED ON A SCREENPLAY BY BELLA SPEWACK & SAMUEL SPEWACK • STORY BY BELLA SPEWACK, SAMUEL SPEWACK & LEO MCCAREY • CINEMASCOPE

*chuck connors*

AS ADAM



# Pay-TV Group Reveals Plans

Subscription TV, Inc., Calif.-Based Firm, Hopes Giants, Dodgers, Movies Will Win Public Support

By MARK GIBBONS

SAN FRANCISCO—Pay television will be in operation on the west coast between San Francisco and Los Angeles when baseball season rolls around next April.

Maybe—

Subscription Television, Inc., of which Sylvester L. "Pat" Weaver, Jr., is president, will show only the best of Hollywood's major pictures before they are released to theatres.

Maybe—

Weaver, former NBC top banana and later board chairman of the McCann-Erickson advertising agency, made the above predictions, but with reservations, at a press conference in the Mark Hopkins Hotel that was tragically broken up with the flash news of President Kennedy's assassination. Pat Weaver himself abruptly terminated his press conference as "insignificant in the light of this ghastly news," and more than a score of reporters and photographers rushed from the room. However, the following information was elicited anent Subscription Television, Inc. and its wishful thinking plans:

The home cable service will offer at a minimum cost of \$15 per month, plus a \$10 fee for installing special equipment, the Giants and Dodgers baseball games.

"We hope to start with the season's first game but we may be delayed," said Weaver, with the explanation that while a Los Angeles transmission site has been established, his firm still needs a similar San Francisco location.

As for offering top Hollywood movies before being screened in theatres, Weaver pointed out that exhibitors must bid for product.

"We have \$25 million subscribed stock and we are not pikers," he said, but was disinclined to discuss situation regulations on bidding. Nor did he explain how distribution would stand still for a high bid and how much on a major film that could be bottled up by toll tv and keep the movie houses out in the cold. He did claim, however, that "the producers are on our side and the only opposition we have is from the exhibitors." Then Weaver lashed out at the theatre owners.

"Movie house operators have a very bad record of service to the entertainment public," he said. "They cater to the teen agers with 85 per cent of the films they book. We are not interested in that sort of business. We want mature adult viewers of mature adult pictures."

## MGM Names Ronge

NEW YORK—Henry Ronge has been appointed manager of Japan for MGM, succeeding Francisco Rodriguez who resigned, it was announced by Seymour Mayer, first vice-president of Metro-Goldwyn-Mayer International.

Ronge is an industry veteran who entered the film business in Europe before the war. He has held managerial posts in Spain, Portugal, Puerto Rico, Colombia, Argentina, Peru, and Germany.



Dimitri Tiomkin, center, who will conceive and produce original musical extravaganzas for Theatre Color-Vision, is seen with Eugene V. Klein, president, National General Corporation, left, and Irving H. Levin, president, Theatre Color-Vision, in Los Angeles.

## Pickett Heads Carolina Exhibitor Organization

CHARLOTTE—Harry Pickett, general manager, S. W. Craver Theatres here, was elected president of the Theatre Owners Association of North and South Carolina at its annual convention here.

He succeeds H. George Myer, Jr., Charleston, S. C., who was elevated to chairman of the board.

Charles Abercrombie, Durham, N. C., and Jack D. Fuller, Columbia, S. C., were elected vice-presidents.

Directors named are Harold Anderson, Easley, S. C.; R. L. Baker, Jr., Gastonia, N. C.; F. H. Beddingfield, Charlotte; J. R. Bellows, Goldsboro, N. C.; Kenneth Benfield, Valdese, N. C.; H. E. Buchanan, Hendersonville, N. C.; Roy L. Chapman, Wilson, N. C.; John Curtis, Liberty, S. C.; Charles B. Duncan, Sr., Shelby, N. C.; J. B. Harvey, Clover, S. C.; W. H. Hendrix, Reidsville, N. C.; H. F. Kinsey, Charlotte; P. G. McGhee, Winston-Salem, N. C.; Kenneth Richardson, Jr., Seneca, S. C.; W. B. Sams, Statesville, N. C.; and E. G. Stellings and Charles B. Trexlar, Charlotte. Mrs. Lucille Price, Charlotte, is executive secretary.

Directors of the association approved a resolution urging creation of four uniform time zones in the United States, eliminating daylight savings time.

John Rowley, head of Rowley United Theatres, Inc., and president of the Theatre Owners of America, was the principal speaker at the annual meeting.

## Memphis Counters Censor Suit

MEMPHIS—The City of Memphis has filed a motion to dismiss a "test" suit against the Memphis Board of Censors. Embassy Pictures Corporation filed the suit in October, charging the Board denied constitutional rights by banning the movie, "Women of the World."

The motion for dismissal in Federal Court is filed on the premise that this court lacks jurisdiction because less than \$10,000 is involved in the controversy. Embassy charges it has lost more than \$20,000 because the film was not shown in Memphis.

## 20th-Fox Earnings Reflect Continued Rejuvenation

NEW YORK—Twentieth Century-Fox Film Corporation announced third quarter earnings of \$2,081,000 or 82 cents per share. This compares to a loss of \$4,360,000 for the third quarter of 1962.

For the nine months of 1963, the earnings of the company were \$6,841,000 equivalent to \$2.69 per share. This was in sharp contrast to the previous year when the company reported a loss for the first three quarters of \$16,816,000.

It was also announced that a special stock dividend of four per cent has been declared on the outstanding common stock of this corporation, payable Dec. 31 to stockholders of record at the close of business Dec. 9.

Among the contributing factors in the improvement of the financial position between the two nine-month periods are a five per cent increase in income coupled with a 25 per cent reduction in expenses involving amortization and selling costs.

"The Longest Day," released in October, 1962, was the largest single revenue producing factor of the period, and was the highest grossing film ever released by the company.

"Cleopatra," which opened in June, 1963, has, in every engagement thus far, both domestic and foreign, grossed substantially higher than any picture in the history of the industry in a comparable period. Rentals from this production, however, have not yet been reflected in the net earnings of the company.

It was explained that the company was waiting until an estimate is made of the film's ultimate, world grossing potential in order to determine the rate at which the picture's cost is to be amortized. This determination will be made and the picture's contribution to company earnings during 1963 will be reflected in the year-end financial results.

Fox previously announced that it would place six multi-million-dollar roadshow attractions into production next year. The remainder of the company's 1964 production program calls for 12 major films.

This favorable report continues the dramatic rejuvenation of the company that has been reorganized in financial circles since the administration of President Zanuck took office.

## Brazil Honors Sinatra

BURBANK, CALIF.—Frank Sinatra, already recognized throughout the world for his activities in behalf of child welfare, will be further honored by the naming of a children's hospital for him in Brazil.

A delegation representing Ademar de Barros, governor of the state of Sao Paulo, visited Sinatra on the set of "Robin and the 7 Hoods," at Warner Bros. to inform him of the campaign to assist the destitute children of Brazil and the construction of a hospital next year bearing his name.

Orlando Bonafini and Waldemar Roberto, representing the governor, presented Sinatra with a scroll inscribed from the children of Brazil. In accepting, Sinatra said he would go to Brazil to aid in the campaign to raise funds.



# Low Budget Production Encouraged Via IFIDA Revolving Fund Plan

NEW YORK—The IFIDA board of directors announced approval of a plan to establish a revolving fund for the production of low budget American features, with guaranteed U. S. distribution of any feature produced under the plan. The plan involved contemplating the return to a new production fund of all "producer's share" on any films produced. Moneys received will go for additional new production.

In a statement hailing the action, Michael F. Mayer, IFIDA executive director, stated:

"The membership of IFIDA is not happy about the failure of American low-budget film production to keep pace with the development of low cost features abroad, whose product now successfully occupies theatre screens not only here but throughout the globe. From the streets of Paris, London, Rome, and elsewhere, young 'novelists with cameras' have been telling their stories to the world with outstanding results. We of IFIDA are proud to be the distributors of these outstanding works.

"But we are also part of a great American film industry. We do not depreciate the fine, high budget films that come from American studios that play a vital role in our business. We do, however, feel a grave lack in the failure of our industry to utilize the vast reservoir of production skills that exists here at home for the creation of outstanding low budget features.

"Our aim is to see to it that like our foreign friends we develop a low budget film production plan that will cause the production of a large number of independent films of a quality similar to 'David and Lisa,' 'Marty,' and other distinguished pictures that appear only too infrequently on our screens. To this end, the members of IFIDA have pledged that any film produced under the Revolving Fund Production Plan will have adequate and satisfactory release in the U.S.A. on reasonable distribution terms by individual member companies of IFIDA. This responsibility we gladly assume.

"The Revolving Fund Production Plan involves creation of an initial fund to produce low budget features. At present, conversations are pending, and we expect that they shall successfully go forward with foundations and individuals interested in the development of American production aimed not only at sponsoring the craft of film but to give the world as well a free and fair picture of American life. We believe that from these conversations we will develop an adequate financial source to produce on minimum scales a large number of features.

"These films will be owned in toto by the Revolving Fund. There will be no bonuses, participation, or other special interests, and they will be produced on union scale agreements by all personnel. We contemplate complete cooperation with trade unions. Producer's share of revenue of any film created will be held by the fund for future production purposes.

"Production projects are to be selected by an unpaid board of outstanding persons from the film industry. We already have assurances of substantial interest from distinguished people in the field. Producers and directors will have complete freedom of expression, on approval of their projects, sub-

## Warners Pledge Aids Orderly Release Plan

NEW YORK—Morey (Razz) Goldstein, Warner Bros. vice-president and general sales manager, has given his endorsement to the plan for orderly release advanced by Edward L. Hyman, vice-president of American Broadcasting Paramount Theatres.

At a meeting in New York, Goldstein assured Hyman of Warner Bros.' full cooperation in endeavoring to set the motion picture distribution company's release in orderly fashion throughout the year.

## Rackmil, Aboaf Meet U-I's European Execs

NEW YORK—Milton R. Mackmil, president of Universal Pictures, and Americo Aboaf, vice-president and foreign general manager of Universal International Films, Inc., left for Europe to launch their annual series of sales conferences with the company's key executives and distributors overseas.

Universal managers, sales staffs, publicity toppers, and distributors from Europe and the Near East will meet Rackmil and Aboaf in a series of four conferences, the first of which was to get underway in Paris on Dec. 2, to be followed by similar sales meets in Berlin, Rome, and Barcelona. Ben M. Cohn, assistant foreign manager, also will be present at the meetings.

Rackmil will outline to the European representatives the latest studio production plans and will bring them up to date on all corporate activity. Aboaf will analyze overseas sales performances and outline release and promotion plans for films to be shown in Europe during the coming year.

Also on the agenda is the screening of many of the company's latest productions including "Charade," "Man's Favorite Sport," "Captain Newman, M. D.," "The Chalk Garden," "Bedtime Story," "The Brass Bottle," and "Wild and Wonderful."

After the four European meetings, a Latin American sales conference is scheduled for January and a Far Eastern meet in Tokyo in the spring of 1964.

The series of overseas conferences follow an established pattern which enables the Universal toppers to personally meet with almost every key Universalite overseas once or more each year to alert them on future plans and exchange information.

ject only to rigid budgetary limitations. Production will be supervised by a minimum staff of paid employees of the fund.

"We believe that 'producer's share' from our initial features will prove sufficient to finance a large number of new independent productions and that the project will thereafter grow."

Acting as fund co-directors for the present are Mayer and Paul Heller, producer of "David and Lisa." In his statement, Mayer acknowledged the strong support that he and Heller have received from George Stevens, Jr., chief of the motion picture service of the United States Information Agency.

## International Producers Elect Hetzel President

NEW YORK—Ralph Hetzel, executive vice-president and acting head of the Motion Picture Association of America, Inc., was unanimously elected president of the International Federation of Film Producers' Associations at the Federation General Assembly meeting in Paris. He succeeds the late Eric Johnston, whose term of office was to have run through 1964.

The Federation membership embraces the national producers' associations of the major film producing countries of the world. At the Paris meeting, Hetzel initiated a number of far-reaching moves to broaden the scope of the Federation's activities. New arrangements regulating film festivals were adopted at the meeting—policies designed on the one hand to liberalize festival registration, and at the same time to eliminate some of the abuses current in recent years.

A second important proposal adopted by the administrative council of the Federation was reorientation of the international body toward current economic problems of vital import to all film producers. Appropriate action is planned by the Federation in respect to import quotas, taxes, censorship, remittance problems, and other restrictions to a healthy international film trade.

Early consideration will be given by the Federation to an American proposal to increase the worldwide effectiveness of IFFPA by the election of three regional vice-presidents: one for Europe, one for Asia, and one for the Americas. Combined with a drive for wider membership and more active participation in Federation objectives, the establishment of these new vice-presidencies would provide organized representation on the regional level and closer coordination in the international councils. A constitutional amendment providing for the new structure will be voted on early next spring.

Accompanied by William Fineshriber, the Association's vice-president in charge of television, Hetzel also made a comprehensive survey of current problems in both cinema and television throughout the European, Near Eastern and North African areas.

While in London, Hetzel also held separate meetings with the MPEAA British company managers and the member companies' television representatives resident in England. In conferences also with Robert Clark and Lord Archibald, presidents respectively of the British Film Producers Association and the Federation of British Film Makers, various mutual problems were explored.



Seen at a special screening of United Artists' "The Ceremony" in Hollywood recently were, left to right, Charlton Heston, Romy Schneider, and Laurence Harvey, who produced, directed and stars in the film.



## MCA Writing Scholarships International In Scope

UNIVERSAL CITY, CALIF.—International scope was attained for the MCA scholarships in creative writing as completion of arrangements to award the grants was announced with six more universities—including one in Canada and one in Mexico.

Announcement of the additional schools was made by Jules C. Stein, chairman of the board of MCA, Inc., parent company of Universal Pictures, Revue TV Productions, and Decca Records.

The new participating universities, Stein said, are Columbia University, the University of British Columbia at Vancouver, the University of California at Los Angeles, Smith College, the University of Pennsylvania, and the University of Mexico at Mexico City.

Fifteen colleges and universities were previously announced as having arranged to award the MCA "creative writing" scholarships and fellowships.

They are Stanford University, Brandeis University, University of Michigan, New York University, Yale University, Rutgers University, University of North Carolina, Carnegie Institute of Technology, Catholic University of America, University of Iowa, Northwestern University, University of Texas, University of Wisconsin, Cornell University, and Sarah Lawrence College.

Each university itself selects its recipient, male or female, graduate student or undergraduate. The selection standard is to recognize "exceptional promise" in the field of creative writing for the performing arts, i.e., the legitimate theatre, motion pictures, or television.

The grants cover tuition and a living allowance for a full academic year.

In addition to the establishment of the fellowships, provisions also have been set up for the company to appraise the manuscripts of gifted student writers on request of the universities.

## Theatre's Pet Shop Tenant Tells 25-Foot Snake Story

DETROIT—Twins Adolph and Irving Goldberg, between their energetic conduct of Community Theatre's business-getting activities, their charitable work, and social life, get a good deal more publicity than most of their fellow citizens.

This time, getting into the news was effortless and quite inadvertent.

In the Jewel Theatre Building, Mt. Clemens, the Goldbergs have a tenant named Richard Kulik, proprietor of a pet shop. Kulik called the police to report an eight foot anaconda, a boa constrictor type of snake, had escaped. The reptile (which eventually grows to 25 feet) at present stage of development is capable of crushing a child to death, eats its prey whole, and can swallow animals up to 10 inches in diameter whole. It possesses scores of needle sharp teeth.

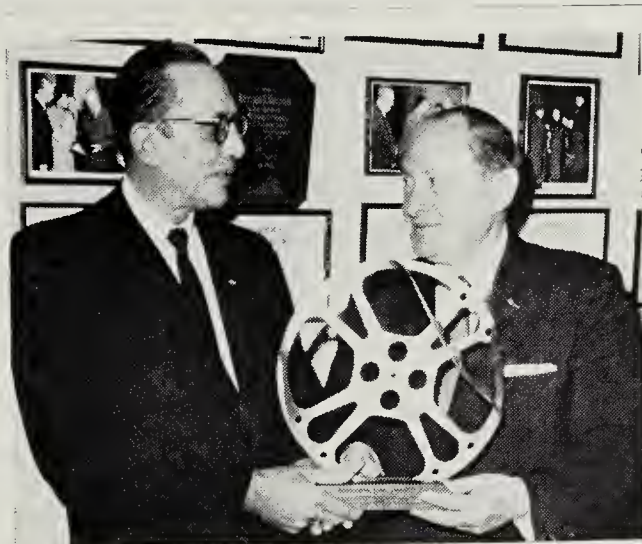
It is definitely not the type of attraction the twins care to have roving freely around a movie house.

A day later, Kulik informed the police a mysterious unidentified man had returned the snake.

The following now develops: Some months ago, Kulik was the center of a storm of protest. People were calling in to complain he had a large snake in his window, which was devouring live guinea pigs. Such a sight was scarcely conducive to business at the adjacent box office.

Following the escape, Kulik was ordered evicted.

# Kennedy's Home Town Joins Nation In Mourning; Movie Marquees Dark



The "Bent Reel Award" was recently presented to Nathan D. Golden, right, by C. T. "Toby" Chandler, representing the Washington Film Council. It is the second such award made to outstanding personalities in the film industry in the Washington, D. C., area. Golden has devoted more than 35 years to film progress.

## MPAA Martin Awards Honor Best Movie Pages

NEW YORK—The Motion Picture Association of America announced the first annual Boyd Martin Motion Picture Page Awards.

Boyd Martin, the dean of motion picture editors, served his entire newspaper career from 1907 until his death in April of this year with the Louisville Courier-Journal. He was a great believer in the motion picture and its service to mankind. The MPAA advertising and publicity directors committee is proud to honor Boyd Martin through the annual awards.

The awards for 1963 will be based on motion picture pages for six selected days during the year. All daily newspapers in the United States have been invited to participate and awards will be made in three circulation categories.

The award winners will be announced early next spring. The awards will consist of scholarships of \$500 for each of the winners in the three circulation categories. The award winning newspapers will select a school and the journalism department of that school will select the candidate.

## WB Drive Continues

NEW YORK—Warner Bros.' Albany, Charlotte, and Atlanta branches continue to occupy the first three places, respectively, in the cumulative standings at the end of seven weeks of the six-month "Winners from Warners" sales drive.

During the seventh week alone, the Omaha, Winnipeg, New Haven, Denver, Memphis, Calgary, Buffalo, Albany, Atlanta, and St. Louis branches finished in that order.

Adolph Goldberg reported Kulik had told him the whole thing was a hoax.

Kulik reported he had made the statement because he wanted to "stall for time because they wanted to evict me."

The neighborhood is breathing easier.

The Goldbergs were not available to deny or confirm a rumor that the next bill at the Jewel would be "Snake Pit."

BOSTON—All the city's motion picture houses closed down in Boston, President Kennedy's home town, when news of his assassination came. The motion picture industry immediately went into action Friday afternoon. Exchanges closed; all film houses closed their doors following the last afternoon show; and the lights went out Friday night on marquees along Washington and Tremont streets, Boston's theatrical row.

As all entertainment ceased in the stunned city where silent, sober crowds milled around listening to developments over car and portable radios, news that the life of Boston's favorite son had been ended by a sniper's bullet sent thousands of Bostonians to churches and chapels and then to their homes.

Shock was greatest in Kennedy's home city where men and women wept openly in the streets, and all entertainment was cancelled. The late president was regarded by Boston showmen as being more concerned for the industry than any other President in history. Boston showmen recalled his appearances at films and plays.

Kennedy was born in Brookline, a suburb of Boston, went to Harvard University, where he graduated with honors in political science, and the whole of Boston's area was his home. The Kennedy family summers in Hyannis Port, where his father, Joseph Patrick Kennedy, former ambassador to the Court of St. James, and his mother were planning a Thanksgiving gathering of all the Kennedys.

The Kennedys were close to the motion picture business, the elder Kennedy having operated a string of film houses in New England.

Effect of the death of the president on Boston show business was staggering. As the city reeled under the shock of the tragedy, all plans for weekend festivities were cancelled.

Gone were the customary Saturday night crowds which always overflowed motion picture theatres. There was sparse attendance at theatres this week-end. Bostonians, for the most part, remained in their homes, watching the tv coverage, and attended church services.

Sunday, Nov. 24, found few theatre patrons, and Monday, Nov. 25, all theatres were blacked out again.

Dore Schary, former head of MGM, author, producer, and director, and a personal friend of the late President's, was in Boston at the Wilbur Theatre directing rehearsals for a new scene of his pre-Broadway tryout, "Love and Kisses." He dismissed the rehearsal and instructed manager Max Michaels to cancel the performance.

At the Shubert Theatre, manager M. D. Howe cancelled the Friday, Nov. 22 performance of the road company of "Stop the World, I Want to Get Off." The San Carlo Opera Co., which Fortune Gallo is reviving in Boston, cancelled its Friday night opening of "La Traviata" at Donnelly Memorial Theatre.

Boston wept with the nation. Maybe just a bit more.

## Lipton Joins NGC

BEVERLY HILLS, CALIF.—Harold A. Lipton has been elected secretary of National General Corporation, it is announced by Eugene V. Klein, president.



# SHORTS For a **Colorful** Show

It is no secret that the voracious appetite of television has quickened the pace of change in motion picture theatre entertainment. With the small screen pouring mediocrity in giant doses down the throats of viewers, motion pictures launched an era of new vitality by providing a grandeur and variety no other entertainment medium could match.

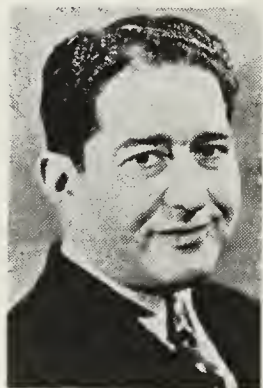
This has been true as far as feature films are concerned, and it is equally true for short subjects. The emphasis is on variety, and that goes for cartoons, live action specials, travelogues, and any other type of subject you can name.

The best theatre program is still the balanced one, and the appeal of the quality short subject is universal.

As we take a look at the short subject plans of the various companies, we emphasize again that the producer and distributor of shorts deserves the support of every theatreman. Their contribution to audience enjoyment is a vital one.

## Columbia

THREE IMPORTANT new short subjects including the international prizewinner, "The Critic," are among the 82 short subjects on the Columbia Pictures roster during the coming season, according to Maurice Grad, short subject sales manager for Columbia Pictures.



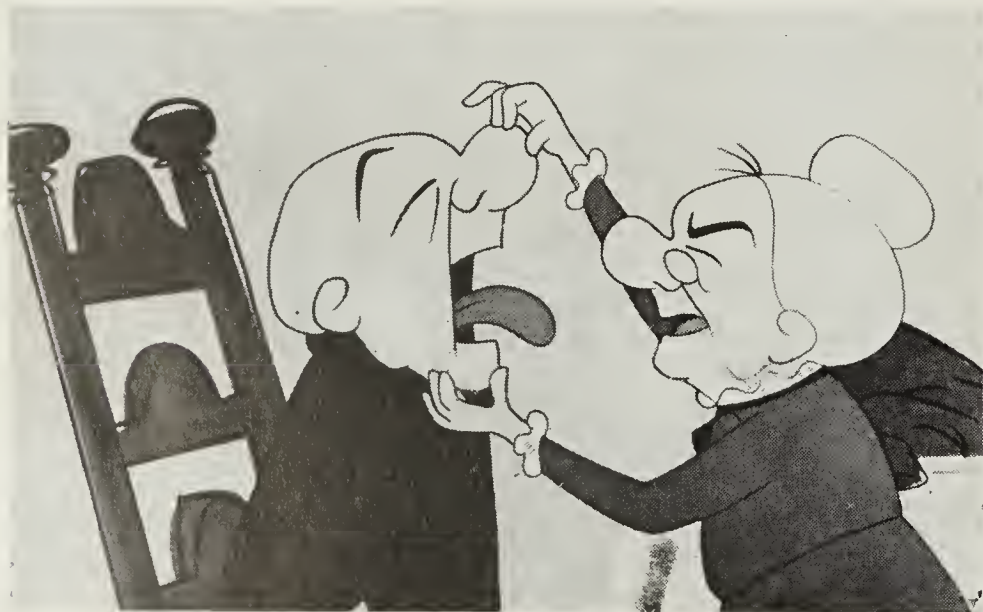
Grad

The prizewinner, "The Critic," highly praised spoof of arty shorts by producer-director Ernest Pintoff and comedian Mel Brooks, has been invited five times this year to international festivals. At Edinburgh, "The Critic" was awarded one of the five Diplomas of Merit granted to American films. The short subject also had invitational showings at film festivals in

Tours, Cannes, Montreal, and San Francisco.

"Little Star of Bethlehem," a Christmas story by Paul Tripp offered as a single reel color cartoon, and "Three Stooges Scrapbook," a special one-reel short subject in color, are also featured specials of Columbia Pictures.

Also highlighted in this year's line-up of Columbia Pic-



tures' diverse selection of short subjects are eight new two-reel color featurettes and 12 new Loopy de Loop cartoons by the Academy Award-winning team of William Hanna and Joseph Barbara. Among the color featurettes are travel films "Swiss Water Paradise," "Song of London," and "Italy's Wonderful Sardinia."

The Columbia line-up also includes eight sparkling laugh cartoons starring the two-time Academy Award-winner, Mr. Magoo, and 15 other color favorites; 10 new "World of Sports" one-reelers, with commentary by famous sportscaster Bill Stern; a two-reel comedy selection including eight by the time-honored Three Stooges; and other two-reel assorted favorites.



Rounding out the Columbia Pictures selection of short subjects are three serials, "Jungle Raiders," "Captain Video," and "The Great Adventures of Wild Bill Hickok."

Grad says, "Today, more than ever, there is a distinct line between a man who shows motion pictures and a showman of motion pictures.

"Today, more than ever, the exhibitor must call upon all of his experience and awareness in fighting for his share of the consumers' market by satisfying today's discriminating patron who knows what he wants.

"Showmen, appreciative of the importance of giving the whole show the full opportunity, realize that not only the feature, but the short subject too must be evaluated on its merits, as is currently being demonstrated by the kind of attention they are giving Columbia's international prizewinner, 'The Critic.'

"This is not being billed as just 'a selected short subject.' Instead, such showmen are doing what should be done by all showmen to ensure that they get proper promotional and marquee attention when they have the 'something extra' that can help satisfy patrons and sell extra tickets.

"Whether it is a Special Color Featurette, a Loopy de Loop, Mr. Magoo, or Color Favorites cartoon, a Three Stooges, etc., each should play its full part in making the properly arranged surrounding program contribute the most in both drawing the patron to the theatre and helping to send him out with the satisfaction that will bring him back.

"At the risk of sounding like an ad for Palmolive, let me suggest that you give special handling of short subjects the





© 1963 WALTER LANTZ INC.

# SHORT SUBJECTS

## ARE IMPORTANT NEWS AT UNIVERSAL

**2 SUPER SPECIALS**  
IN COLOR

**"SOUND OF SPEED"**  
**"THE LAND"**

**20**

**WALTER LANTZ  
COLOR CARTOONS**

**13 ALL NEW**

**7 RE-ISSUES**

**1 SPORTS  
SPECTACULAR**

**FOOTBALL  
HIGHLIGHTS  
OF 1963**

**5 ONE REEL  
COLOR  
ADVENTURES**

**UNIVERSAL NEWSREEL  
TWICE WEEKLY**



**UNIVERSAL HAS MORE IN STORE FOR '64 THAN EVER BEFORE!**

**HI MARTIN  
SALES DRIVE**

**JAN 1 to JUNE 30**



one-month test. List the names of your carefully selected shorts on the marquee during this period, include those that should be in your ads and instruct your telephone answerer to make a point of impressing upon callers that the theatre cares about the short subjects they show. Ask local papers to 'review' the short subject along with the feature film. Poll your customers to ascertain their reaction to your selection of short subjects.

"Cash in to the fullest extent on this integral part of the show. Give it the kind of application that will bring more patrons and keep them happy!"

## Universal



UNIVERSAL Pictures Company will continue to emphasize during 1964, the use of short subjects and newsreels as part of a well integrated program of motion picture theatre entertainment by releasing a full program of two, two-reel specials in color; five one-reelers in color; 13 new Walter Lantz Color Cartunes in color, and seven reissues of Lantz Cartunes; a new Football Highlights of 1963; and 104 issues of Universal News, it was announced by Henry H. "Hi" Martin, vice-president and general sales manager.



Martin

In making the announcement of 28 short subjects for release during 1964, Martin noted that Universal has a full-scale drive underway at present under the direction of Norman E. Gluck, sales coordinator of the home office sales cabinet, to enlarge the number of its exhibitor customers for the bi-weekly issues of the Universal Newsreel.

The two, two-reel specials in color, which go into release with the beginning of the new year, are quite unusual. The first, "Sound of Speed," the story of a Scarab Race Car, follows the dizzy pace of a high powered racing car over its initial trials on one of California's famous road courses. The second special, "The Land," deals with the Shrine of the Three Faiths, Jerusalem, and provides an exciting panorama of Israel today as well as the Christian and Moham-medan sacred areas of the country, narrated by the well known Martyn Green.

Seven of the 13 new Walter Lantz Color Cartunes, according to Martin, will be Woody Woodpeckers to provide exhibitors with a continuing supply of subjects dealing with this ever popular screen character. Three of the seven re-releases

of Lantz Cartunes will also be Woody Woodpecker subjects.

The five new one-reel Color Adventures in the sequence of their release, will be "One Man's Paris," "A Nice Place to Visit," "Flying Fisherman," "Dutch Treat," and "Watercolor Holiday."

"Football Highlights of 1963," which became available Dec. 1, will again present the highlights of the college football season, continuing to meet the demands for this popular subject.

Speaking of the Universal News, Martin emphasized that Universal means to keep alive this popular form of public motion picture theatre entertainment for the coming year and seeks the continuing support of exhibitors everywhere to make this possible.

## Paramount

"PARAMOUNT's president Barney Balaban and executive vice-president George Weltner have gone on record with the prediction that the coming period will be one of the most important and successful in the company's history. This prediction extends not only to the feature line-up but also to Paramount's short subjects program, which, during the next year, will be the strongest and most impressive ever made available to exhibitors." These are the remarks of Paramount's Burton Hanft.

From now through next November, Paramount will deliver 41 fabulous shorts, including 21 brand new color cartoons. Hanft continues, "Exhibitors everywhere have been clamoring for fresh cartoon subjects, and Paramount will deliver them in the form of nine Swifty and Shorty Cartoons, six Noveltoons, and six Modern Madcaps. We are especially excited about the series featuring Swifty and Shorty, two of the cleverest and funniest characters ever. Our confidence in these characters is so great that we plan to turn out a series of nine Swifty and Shorty cartoons annually.

"In addition to the newest cartoons in the industry, we will present—also in response to strong exhibitor demand—six outstanding Popeye Champions, all in color.

"Paramount is justly proud of its live-action short subjects, which have won high critical and popular acclaim. In the coming period, we are scheduling six Sports in Action, three two-reel specials, and five High Toppers. All of these will be in color, ranging in subject matter from the international Boy Scouts' jamboree to sky divers and bull fighters.

"If variety is the spice of life, then Paramount's short subjects schedule for the coming period will add spice to





# TALL GROSSES GO WITH PARAMOUNT SHORTS!



**41**  
Fabulous Shorts  
from  
Paramount Pictures

## 21 NEW CARTOONS

Cartoon Specials

**9**

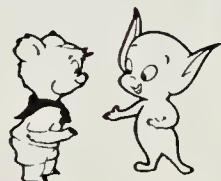
**SWIFTY &  
SHORTY**

Cartoons (COLOR)



**6**

**NOVELTOONS**  
(COLOR)



**6**

**MODERN MADCAPS**  
(COLOR)

**5**

**HIGH TOPPERS**

**6**

**SPORTS  
IN ACTION**

(COLOR)



**3**

**TWO-REEL  
SPECIALS**

(COLOR) *LIVE ACTION*

**6**

**POPEYE  
CHAMPIONS**

(COLOR)



Paramount's **SHORT** way to success at the BOXOFFICE!



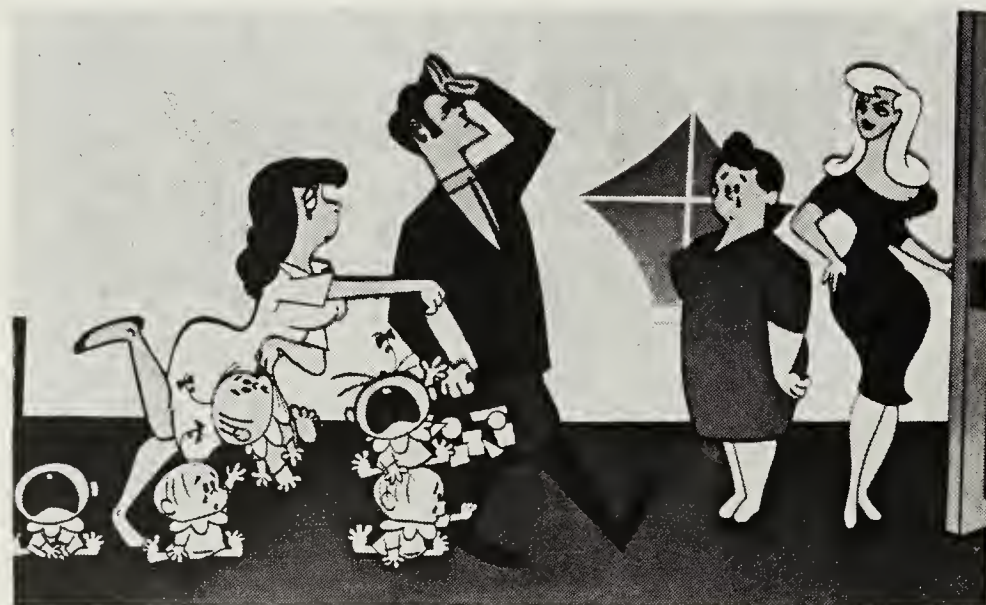
any program. Whether an exhibitor is looking for a good one or two reel short to fill out a single feature bill, a cartoon to add zing to a double feature, or a whole group of cartoons and shorts for a kiddie show or other special program, he will find them at Paramount."

## 20th-Fox - Terrytoons

THE "NEW LOOK" at 20th Century-Fox extends to short subjects as well as feature production and the sales areas. This was spelled out recently in the announcement that Fox-Movietone News was embarking on a major modernization of its domestic operation, whereby the emphasis of Movietone's theatre and television program would change to the production of topical featurettes.

At that time, Darryl F. Zanuck, president of Fox, commented: "This is the form which the domestic newsreel is evolving into, and Movietone, in anticipation of the shape of the future, is adapting itself to meet the new challenges for communicating and interpreting the increasingly complex world around us."

In addition to the new emphasis, exhibitors are also promised a continued flow of Movietone's sports and adventure reels, as well as the perennially popular Terrytoons. If anything, showmen henceforth will have more variety and quality from which to choose than ever before.



William M. Weiss, vice-president and general manager of Terrytoons, said, "Being one of the few remaining producers of new cartoons for the theatres, I feel that exhibitors generally take advantage of our new cartoons. In the last few years, we have featured Hector Heathcote, Sidney, and Hashimoto, and will come along with additional new characters, Luno, the Soaring Stallion, Donkey Otie, and Duckworth, the Astronaut, and Pitiful Penelope.

"It is a challenge to constantly come up with new characters. However, we feel this should be a big incentive for the exhibitors to book our cartoons as the audiences remain fairly constant and should be fed something new all the time to keep them coming back to the theatres."

## MGM

DURING THE forthcoming year, Metro-Goldwyn-Mayer will be represented in the theatres of the world with 15 Tom and Jerry Gold Medal Metrocolor Reprints. The Tom and Jerry series has consistently led the short subject field as the



most in demand and widely distributed cartoon series ever marketed.

The cartoon short subjects to be released are:

"YANKEE DOODLE MOUSE," "MOUSE TROUBLE," "MOUSE IN MANHATTAN," "TWO FOR TEE," "FLIRTY BIRDY," "QUIET PLEASE," "SPRINGTIME FOR THOMAS," "THE MILKY WAIF," "TRAP HAPPY," "SOLID SERENADE," "SALT WATER TABBY," "MOUSE IN THE HOUSE," "THE INVISIBLE MOUSE," "THE TRUCE HURTS," "KITTY FOILED."

## Warner Bros.

CHARLES A. BAILY, short subjects sales manager, describes the view from Warner Brothers in this manner:

"Yes, Warner Bros. will this season have a complete short subjects program. Whether we will next season will be decided by exhibition. The enthusiastic reception that our 1962-63 short subjects have met with has definitely proven that the type of subjects released were just what the movie-going public was interested in seeing. Wherever they have played, the comments have been splendid. We have, therefore, decided to release again this year our World-Wide Adventure Specials, three two-reelers, and six single-reelers.

"Our first two-reeler will probably be the finest subject to be released during 1964 and we believe it will be a must for every theatre: "WITH THEIR EYES ON THE STARS," which portrays the progress of our great country from the pioneer days to the present, when we are reaching out into outer space for new frontiers to conquer. It's tremendously





M·G·M PRESENTS

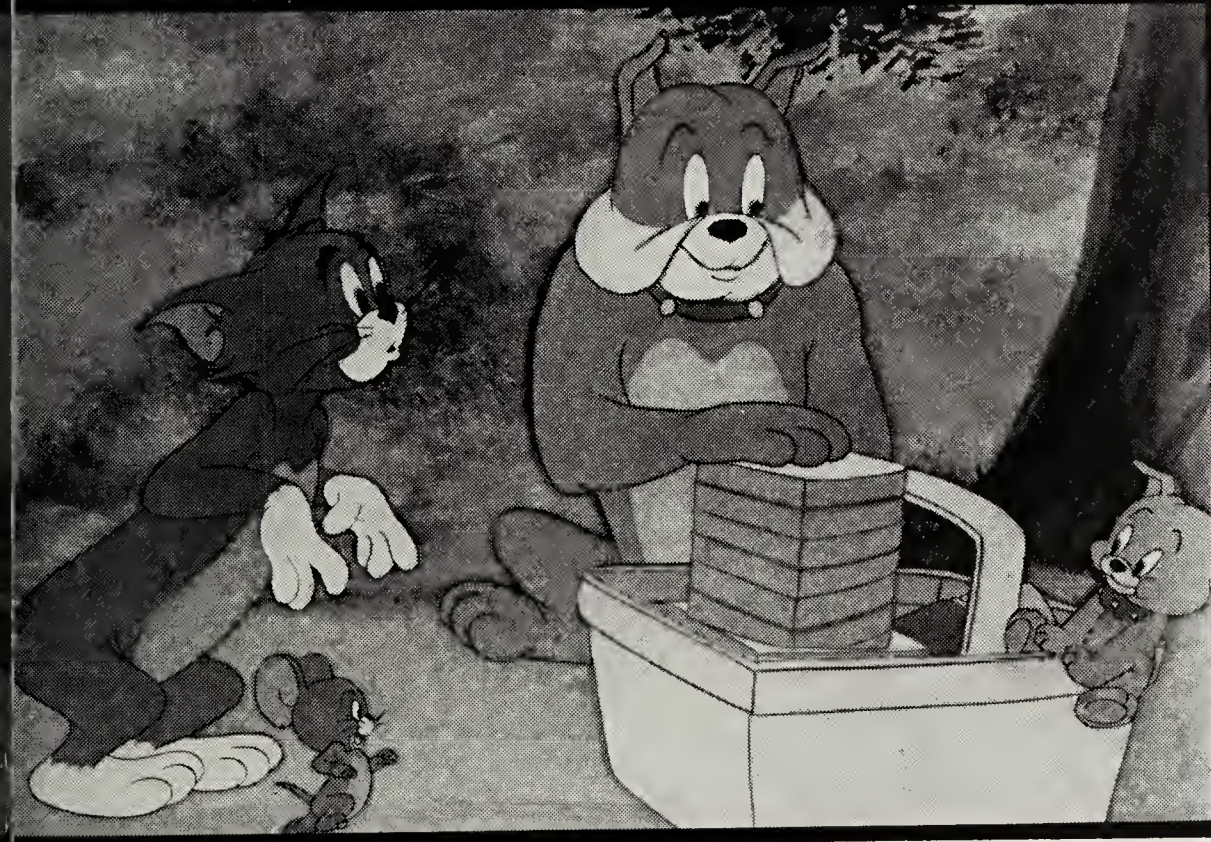
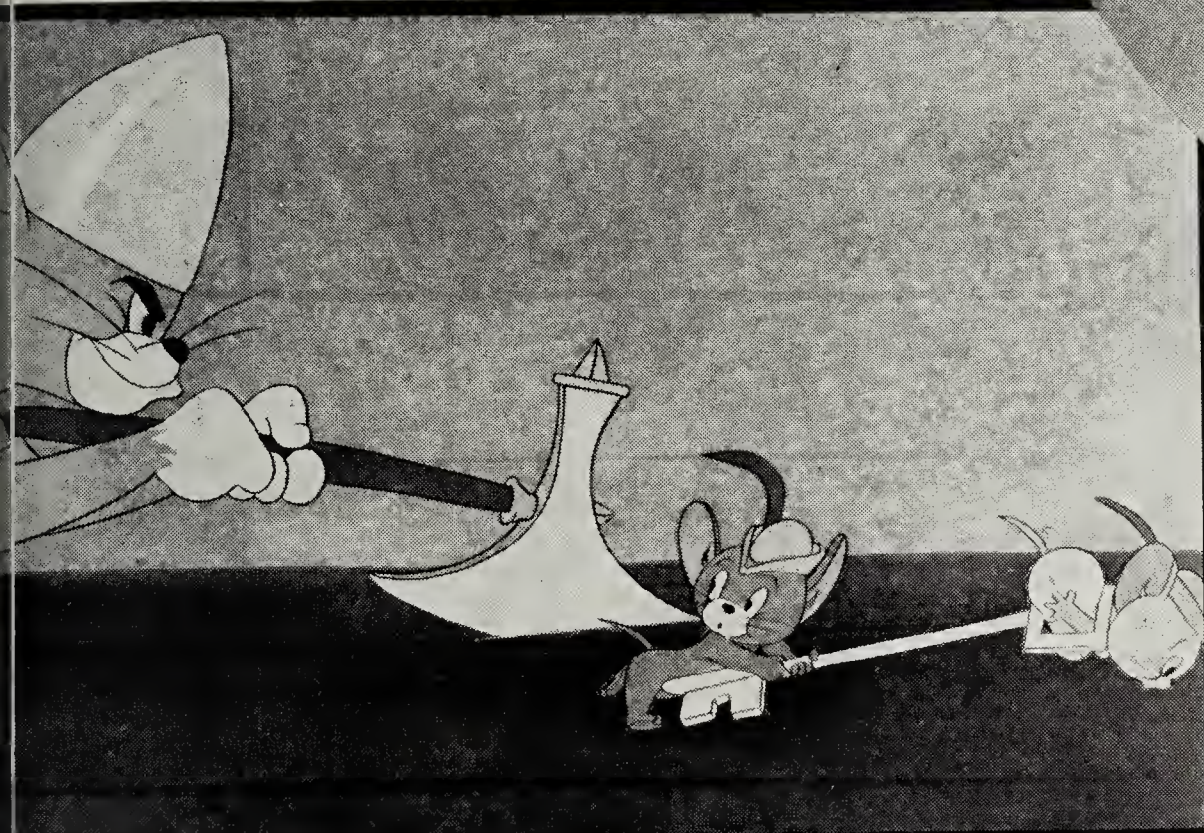
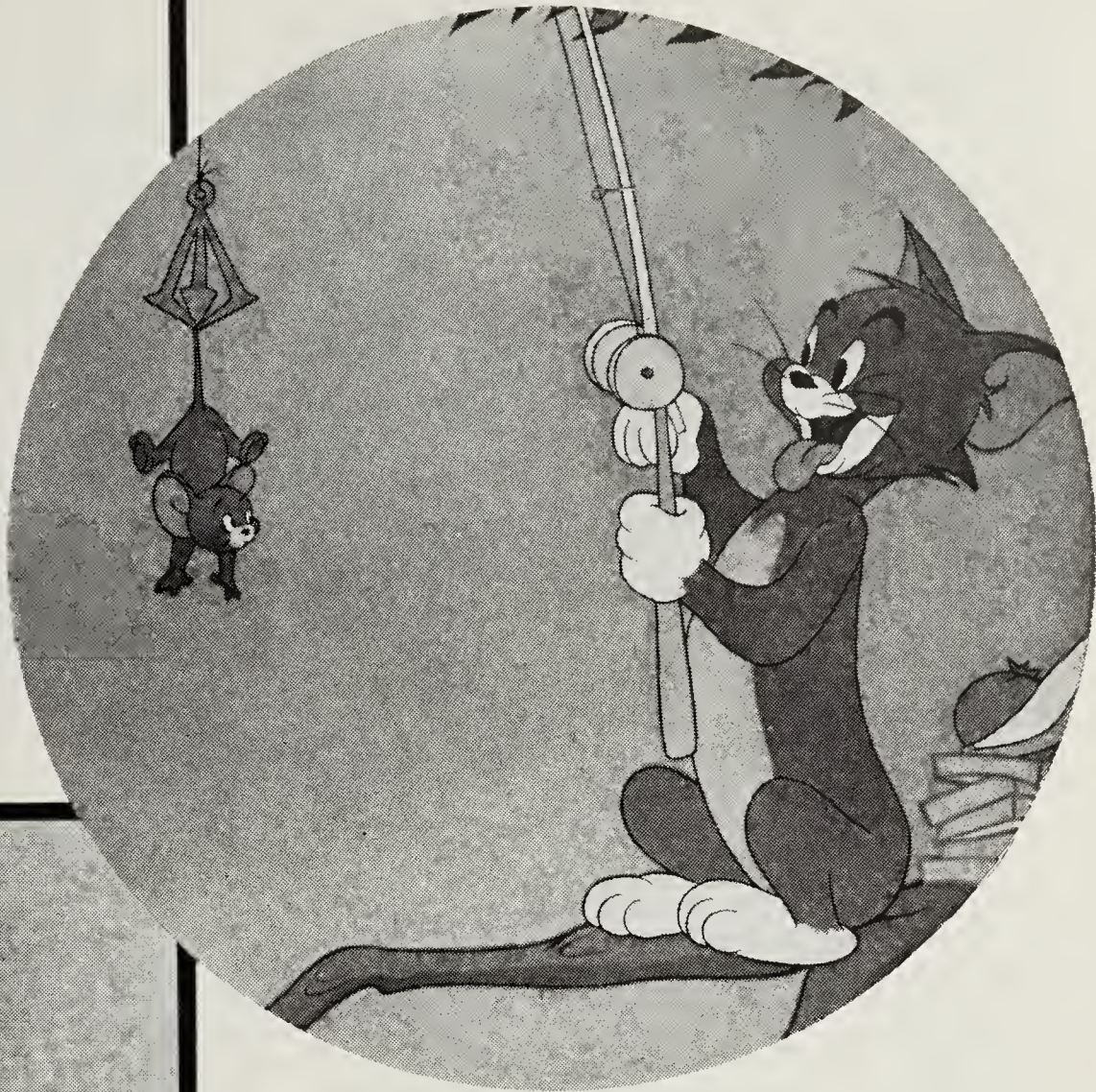
A Series Of

# TOM and JERRY CARTOONS

IN METROCOLOR

— ★ —

**Now Available for Bookings**



In response to world-wide public and exhibitor demand for "TOM and JERRY" cartoons, Metro-Goldwyn-Mayer has available, for immediate bookings, fifteen of these short subjects. They are:

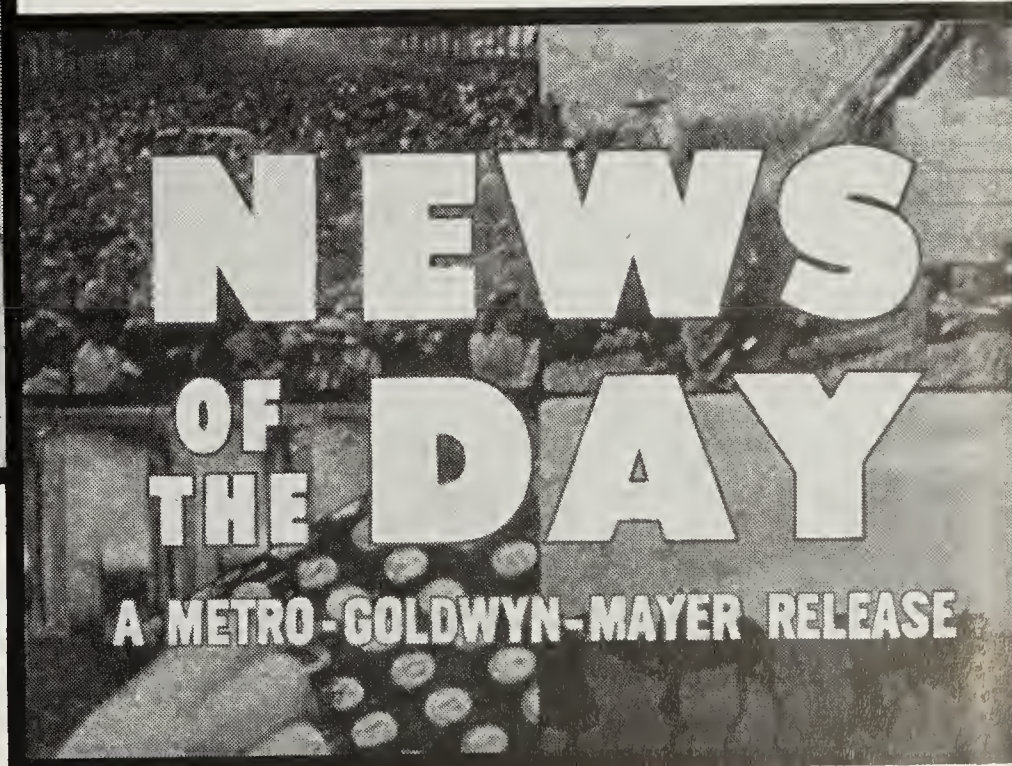
YANKEE DOODLE MOUSE  
MOUSE IN MANHATTAN  
SPRINGTIME FOR THOMAS  
MOUSE IN THE HOUSE  
THE INVISIBLE MOUSE  
SALT WATER TABBY

TWO FOR TEE  
QUIET PLEASE  
TRAP HAPPY  
FLIRTY BIRDY  
KITTY FOILED  
SOLID SERENADE

THE MILKY WAIF

"TOM and JERRY" cartoons have proved to be so popular that many theatres, both here and abroad, regularly book "TOM and JERRY" Festivals, a program made up entirely of these cartoons.

World-wide News at its best is brought to you in M-G-M's NEWS OF THE DAY. Carefully edited by a staff of seasoned news analysts, it presents a comprehensive picture of the news as it happens. Released twice weekly — 104 issues a year!



**N SHORT—FOR THE BEST IN SHORT FEATURES... CONTACT YOUR M-G-M BRANCH**



exciting, with thrilling shots of rockets, missiles, and space ships probing into the unknown—a picture that will not be forgotten. Another great two-reeler, titled “A REPORT FROM SAN JUAN,” is very timely and bound to be of great interest to all. Everyone is interested in knowing more about Puerto Rico, its people, beauty, and customs.

“The one-reel World-Wide Adventure Specials will include a great little picture titled “A WISH AND TICINO,” a beautiful story of a little mountain girl’s wish and dream that came true. “UNFAMILIAR SPORTS,” which features the unusual sports rather than the known popular ones, is great entertainment. “KINGDOM OF THE SAGUENAY,” a very exciting and interesting trip on the St. Lawrence to the Saguenay country, covers a beautiful remote section of this waterway, where fishing is the greatest and provides a haven for all fishermen.

“Now for that very popular portion of the film fare—the cartoon, popular with every segment of all audiences, from the youngest to the oldest, for everyone who enjoys a laugh (and who doesn’t in these times?). We will again release 17 of the finest, funniest, fastest, and laughiest new Merrie Melody-Looney Tune cartoons, plus 13 Blue Ribbons featuring all of the outstanding Warners cartoon stars, led by Bugs Bunny, Daffy Duck, the Road Runner, Speedy Gonzales, Sylvester, Tweety, and all the others that have, down through the years, made Warners cartoons a must for all theatres.

“Unfortunately, costs are rapidly placing these gems of entertainment in jeopardy and, if they do not receive the widest distribution possible, the future of the theatrical cartoon is definitely in doubt.

“We have done our best to give you the tops in short

subjects entertainment, but the future of this type of entertainment for your patrons is in your hands. Whether or not they are going to have a well-rounded program, something for everyone, must be your decision. This is the year of decision. Increased costs make maximum coverage a necessity for the continuance of the short subjects program.

“Next year? ? ?”

## Buena Vista



“Buena Vista, in 1964, will continue to provide theatres throughout the nation with an outstanding and well-balanced program of short subjects. All will bear the hallmark of Walt Disney, with its attendant marquee values and built-

(Continued on page 19)



## Good Company

None better! Terrytoons creations—Hector Heathcote, Silly Sidney, Hashimoto-San, Deputy Dawg, Luno the Soaring Stallion and Tim, and others—are the delight of vast audiences (for the fifth consecutive year, Terrytoons has placed among the industry’s top ten producers in Motion Picture Herald’s Annual Short Subjects Poll!). You and your audiences will be delighted, too, when you book cartoons—in CinemaScope with Color by Deluxe—from the best company... **Terrytoons**

A DIVISION OF CBS FILMS INC.



## Ed Sullivan Honored

NEW YORK—Ed Sullivan, prominent television personality and newspaper columnist, will occupy the spotlight as guest of honor at a luncheon tendered him by the combined amusement, broadcasting, and television divisions of the Federation of Jewish Philanthropies, it is announced by the respective chairmen, Martin Levine, executive-vice-president of Brandt Theatres, and Nat Lefkowitz, executive in charge of the New York office of William Morris Agency. The event will take place Dec. 10 at the Americana Hotel.

Among the other division officers are Burton E. Robbins, co-chairman; Richard Brandt, David Picker, E. David Rosen, and Stanley Schneider, associate chairmen; Barney Balaban, honorary chairman.

The associate luncheon chairmen include Simon H. Fabian, Leonard H. Goldenson, Leo Jaffe, Benjamin Kalmenson, Arthur B. Krim, Harry Mandel, Robert H. O'Brien, William S. Paley, Milton R. Rackmil, Samuel Rosen, Robert W. Sarnoff, Abe Schneider, Spyros P. Skouras, Laurence A. Tisch, William S. Todman, and Darryl F. Zanuck.

## Cinema Lodge Joins "Fiesta"

NEW YORK—New York's Cinema Lodge of B'nai B'rith has joined with the six other industrial lodges of the committee of industry and professional lodges of the Metropolitan Council in sponsoring the record annual Miami Beach Fiesta from Jan. 11 through 19 at the Hotel Barcelona in Miami.

## Santa Claus Ball

NEW YORK—The second annual Santa Claus Ball, sponsored by the Foundation for Child Mental Welfare for the benefit of the Children's Day Center and School in New York, will take place Saturday evening, Dec. 14, at the New York Hilton Hotel.

More than 650 distinguished socialites, civic dignitaries, and members of the entertainment world are expected to attend the black-tie gala.

Heading the Santa Claus Ball committee are Gerald Darhansoff, executive vice-president of the Sterling National Bank, dinner chairman; Theodore Parver, El Morro Corporation, journal chairman; and Arnold Picker, executive vice-president, United Artists, entertainment chairman.

(Continued from page 18)

in promotion so acceptable to showmen everywhere." So says Irving Ludwig, Buena Vista president.

He continues, "Every short subject bearing the Disney imprint is a solid inducement to the ticket buying public, comprising audiences of all ages and interests.

"Entertainment is the keynote of the Disney short subjects program, and all are released to theatres with the established Buena Vista showmanship label. Each subject is hand-tailored with a campaign comparable to that accorded most feature productions. Promotional aids in the form of special press sheets, ad mats, stills and accessories are available to all showmen who will avail themselves of these vital campaign tools.

"Heading the list of the Disney shorts parade for 1964 are two featurettes, 'Yellowstone Cubs' and 'Disneyland After Dark.' 'Yellowstone Cubs' is a highly entertaining featurette recounting the adventures of Tuffy and Tubby, a duo of mischievous bear cubs who raise hilarious havoc at Yellowstone National Park.

"A star-studded youth-appeal cast, headed by Annette,

# Visit With A CARTOON-MAKER

by Mel Konecoff

ONCE UPON A TIME, there were many cartoon-makers in the business, and this used to mean possibly two hundred cartoons per year. Alas, this situation has changed, and today, the many have shrunk to few with an accompanying decrease in the end product—the cartoon.



Mr. & Mrs. Lantz

One of the last of the breed is Walter Lantz, who has been making the fun films for Universal release over the past 35 years, and is not about to throw in the sponge yet. He feels that theatre audiences want to laugh these days—perhaps more than ever.

He was in New York for a visit recently with Mrs. Lantz (Grace Stafford), who is the voice of Woody Woodpecker, a fact kept secret for 14 years because it was thought that kids would be disillusioned if they knew that the famous voice belonged to a woman. Not so, they found out. The kids don't mind a bit, so Mrs. Lantz' talent is now being exploited far and wide.

Lantz related that it takes five years to recoup the negative cost of a six minute cartoon costing \$40,000. He's been turning out 19 of them annually for the last three years, providing his own financing.

Eight to 10 years ago, he estimated that the industry was good for 200 cartoons a year. Nowadays, he believes that the annual figure is

closer to 85, and he claims he's the only independent cartoon-maker around.

Lantz has been attempting to keep costs down by limiting releases to six minutes and by resorting to more physical gags, which eliminates some dialogue. He refuses to compromise on quality, economy measures or no. The foreign market has proven a healthy one for his efforts, which play in 72 countries with no translation except, perhaps, in a few spots like Bangkok, where superimposed titles are in order. Humor, he claims, is fun the world over, which is one reason he refuses to turn from basic humor to the arty type of cartoon, which he believes appeals to limited audiences. While the off-beat cartoons have won awards, he noted, they have also not recouped their negative costs, which is probably the primary reason they are not being made anymore. He thought they were also limited to a low number of domestic playoffs because this brand of sophisticated humor is not easily understood abroad.

Lantz estimated that about 30 per cent of the gross of his subjects comes from foreign sales, and he recalled a number of incidents where a number of cartoons have been combined under a festival banner abroad. They have played well and long.

He urged exhibitors to continue to use cartoons to round out their shows since all audiences—young and old alike—accept them and appreciate them year after year. The cartoon should be a part of the show, he maintained, just as a magazine section or the comics are part of the daily newspaper. If exhibitors agree and play the subjects as he believes they should, it could lead to a rebirth of the cartoon industry once again. Exploitation of the subjects both at the theatre end and in advertising listings, he thought, would encourage better theatre attendance.

Lantz said that he will not sell his cartoons to television, but he believed that tv can be helpful in stimulating attendance in theatres, which probably is one reason why he has tied in with the Kellogg Company to turn out a series of television shows called "The Woody Woodpecker Show."

He believed that exhibitors want animated cartoons, which is the reason he is introducing new subjects in a series called "The Beary Family," with a domestic comedy theme. There will be three of these in the near future. Another new series will be a private-eye group to be known as "The Inspector Willoughby Series." In addition, he will make 10 Woody Woodpeckers and three "Chilly Willy" cartoons.

Tommy Rydell, Louis 'Satchmo' Armstrong and an array of big sound bands, singing groups, dancers, and instrumentalists headline 'Disneyland After Dark.' Walt Disney, himself, is the host and narrator.

"Other specials include 'The Hound That Thought He Was a Raccoon,' 'Horse With the Flying Tail,' and 'The Legend of Sleepy Hollow.'

"Also available, 'A Symposium on Popular Songs' features Disney's newest cartoon star, Ludwig Von Drake; and 'Aqua-mania,' starring the established laugh favorite, Goofy, are in the van of the two-reel cartoon galaxy of specials.

"To continue, 'The Litterbug' and 'Donald and the Wheel' star Donald Duck; 'Saga of Windwagon Smith,' 'Goliath II,' and 'Noah's Ark' comprise the mirth-provoking parade of two-reelers.

"The three-reel live-action attractions are comprised of the Academy Award winning True-Life Adventures and People and Places series. In these unique and exciting films, the inquisitive lenses of the Disney nature cameramen seek out and reveal the innermost secrets of the animal kingdom and the beauties of exotic far-away places.



## Downtown Atlanta Alive; Theatres Leading Surge

ATLANTA—Who says downtown Atlanta is deserted at night? Who says they roll up the streets and buzz out to the suburbs, the golf courses, the lakes? Not the theatre people. They know better. They count the money. All over the nation investors are mourning the demise of the downtown theatre palace, but not in Atlanta. Special pictures (like "Cleopatra," "The Ten Commandments," "Ben Hur,") gross more money in this city than any in America, including New York.

Now, with the expressway connectors opening more avenues, far-sighted theatre men foresee the day not long away for two million people in "the biggest shopping center in the world," as somebody has dubbed it.

In response to already booming business, five downtown theatres are now in the process of renovation and beautification.

The Fox, third largest theatre in the United States and perhaps the most prosperous, has installed a new marquee, a new outside sign, a general face-lifting, and a big organ. Wilby-Kincey Theatre Service Corp., which operates the Fox and Roxy, recently announced a plan to replace the 5,000 seats in its giant auditorium.

When "Cleopatra" was ready to be distributed, 20th-Fox gave it to the theatre in each city expected to draw the largest crowds. In many communities comparable in size to Atlanta, the much publicized picture opened in suburban houses. In Atlanta, only downtown was considered.

Before its opening, the Roxy had installed new seats, new carpeting, redecorated its lobby, and changed its facade to a more modern design.

Underlining its own confidence in Atlanta's potential as a movie-going city, Martin Theatres has put considerable investment in downtown operations at a cost of almost a million dollars.

## Bower Joins Anti-Pay TV Unit

LOS ANGELES—Fred Stein, chairman of California Crusade For Free TV, announced the appointment of Roger Bower as field coordinator for California Crusade.

Formerly with Odeon Theatres of Canada Limited (Rank-Organization), Bower also served in Metro-Goldwyn-Mayer field publicity for over three years.

With headquarters in Los Angeles, Bower will act as liaison between California Crusade and the many allied non-profit organizations who are besieging California Crusade offices for an opportunity to join in the movement.

## Polier Elevation To V-P Aids NCC Theatre Dept.

BEVERLY HILLS, CALIF.—In a move to further strengthen the coordination of National General Corporation's operating and film buying departments, Dan A. Polier, chief film buyer, has been elected a vice-president of NT&T Amusement Corp., the theatre circuit's principal subsidiary.

In announcing Polier's vice-presidency, Eugene V. Klein, NGC president, said:

"Theatre operations today must be primarily concerned with what's on our screens at a given time. That is why we are effecting a tighter liaison between departments and the closest day-to-day coordination."

## The NEW YORK Scene

By Mel Konecoff

MAX YOUNGSTEIN is a man of ethics. While he was in the board of directors room at 20th Century-Fox, he would only discuss pictures made for that company, and as a result, at the conclusion of the session, we know almost nothing of his plans as regards to Columbia and United Artists.

The Fox film under discussion was "Man in the Middle," which marked Youngstein's first association with that company since becoming an independent film packager. On this particular picture, he is known as the executive producer, which is something like a producer only not quite. If anyone comes up with a better definition, please let us know same.

Anyhow, after years in various phases of the business, exhibition excepted, Youngstein wanted to see what would happen if you got together a group of intelligent people to work on a film that has something to say, yet is entertaining, and plan everything properly. The result, he was happy to say, paid off in that they were able to come in \$50,000 under budget, or for \$1,300,000 with all obligations paid. Rehearsing adequately and calling people only for their assignments and then moving on to others, plus fine technical assistance, was instrumental in the savings. He particularly paid tribute to star Robert Mitchum for his spirit and diligence in the project.

A Fox official reported that the contract between them (Fox and Youngstein) called for an Oct. 30 delivery date for the film, and that's when it was delivered, which is always helpful in allowing for the proper planning of publicity and sales campaigns. It is expected to open in the Los Angeles area about Jan. 29, and Youngstein will help in the selling as much as possible. He doesn't know what his next project will be, but he's in the process of gathering scripts, and when these are in a state of completion, the stars will come easy, he thought. As a result of "Man in the Middle," he revealed that discussions are under way with top Fox officials for more pictures.

Mitchum, who was present, looking younger and slimmer than when on screen, would like to help in the selling, but he may be in Africa making a picture for UA. He doesn't want to get involved in any phase of moviemaking other than appearing in front of the camera. In his words—"I just sign and keep walking and talking."

**PLEASURE DEPARTMENT:** Can you imagine writing to Montgomery Ward and asking that item 4284 B be sent out, which might just happen to be a blonde female, 36-24-36? Somewhere in our muddled notes, stained with juice that went over deviled beef bones, is that implication gained after conversing with MGM producer Richard E. Lyons and writer-director Burt Kennedy, who have turned out a "romantic comedy with western touches"—"Mail Order Bride."

Lyons, who once worked in Bill Rogers' sales department at the home office, noted that the romantic comedy angle would be stressed domestically, while the western aspects will be sold abroad because that's how each category does best in each area. As an illustration, they noted that another entry, "Ride The High Country," did alright here but much better abroad, with about 80 per cent of the gross coming from overseas.

"Mail Order Bride" will be a March release, costing just under \$700,000, and Buddy (Beverly Hillbillies) Ebsen, who stars and has a piece of the picture, will help in the on-the-road selling as much as possible. Incidentally, there will be a healthy plug forthcoming on the high-rated tv show for the film, which won't hurt any.

Lyons and Kennedy will do two more together as producer and writer-director respectively, "The Rounders," a contemporary western comedy, to start in February in New Mexico, and "The Last Hill," a straight period western, to go in May in Arizona.

**THE METROPOLITAN SCENE:** Observation: There is nothing as depressing as a subdued Broadway, when the lights on the theatre marquees stop chasing each other or when people and auto horns are hushed or when shops and offices in the huge canyon are shuttered. All this is a form of tribute seldom seen. . . . From England's Isle of Wight and showman Reggie Rea comes the news that he enjoyed his shortie visit to these shores and the showmanship thought in a local paper interview. "What a thrill it would be if the uplifted arm of the statue (of Liberty) would wave back" to the countless visitors who wave at the proud gal daily. . . . Aside to Al Sherman: Must admit that your's is the first Christmas card to cross our desk. Happy hunting in the hills of Pennsylvania, and watch out for them thar Bucks in the County.

## AMPA Christmas Party

NEW YORK—The annual AMPA Christmas party will be held in the Georgian Room of Hotel Piccadilly on Thursday afternoon, Dec. 19, president Melvin L. Gold announced.

Samuel Horwitz, vice-president, has been appointed chairman of arrangements. Hans Barnstyn, managing director of the Trans-Lux East and AMPA treasurer, is in charge of the ticket sale.

In addition to a Christmas luncheon and a gala entertainment program, gifts will be distributed to all in attendance, Horwitz announced.

## Krim To School Board

NEW YORK—Arthur B. Krim, president of United Artists Corporation, has been elected to the board of trustees of the New School for Social Research, Manhattan.

Krim has been president of United Artists since 1951. He is also a senior partner of the law firm of Philips, Nizer, Benjamin, Krim & Ballon.

Krim is a director, among others, of the Columbia Law School Alumni Association, the Henry Street Settlement, the Weizmann Institute of Science, and the United States Committee of the United Nations.



# LONDON Observations

by Jock MacGregor

IT IS NOW CLEAR that the major circuits will exceed their 30 per cent quota obligations for the year by a considerable margin, and so long as British pictures remain box office attractions, there is no reason why this situation should not continue. Even in the tricky and highly lucrative London suburbs, ABC will play 50 per cent British and Rank slightly less—all in one week runs. This is the sharp answer to those who have lacked foresight and miscalculated market requirements and have been shouting blue murder at the circuits in speeches and letters to the press.

Failing the increasing of the quota to 50 per cent, they feel the circuits should drop their associates' British and imported pictures, overlooking the fact that most are also delayed, to make way for theirs so that they can get their money back and be able to finance further product. They want government intervention, but the most the better informed anticipate will be a sympathetic hearing from a minister. The quota has been set for 1964. Therefore, short of an act of Parliament, this cannot be altered even if officially deemed necessary until '65. Other changes would also call for Parliamentary action. With the government on its last legs and many more pressing matters, it is hardly likely to devote valuable time to measures which are virtually being carried out voluntarily. In turn a new government, will be fully occupied in its early days.

The American companies have remained discreetly quiet, but this does not mean that their representatives have not been in close touch with developments and in constant consultation with each other. The circuits virtually, for the lack of a better descriptive, ration their dates to their main suppliers. Even so, pictures experience delay, especially those from distributors with heavy programs like UA or MGM. In consequence, the American producer is acutely involved in this situation. As an experiment during the first two weeks of December, distributors are offering a choice of double features to houses taking the Rank and third releases. First, BLC are putting out "The French Style"—"Girl in the Headlines" or "Man from Diners Club"—"Gidget Goes to Rome." UA will follow with "Toys in the Attic"—"War Hunt" or "Diary of a Madman"—"Sword of the Conqueror." Critics say the timing is wrong, but such a scheme will allow for the showing of pictures which do not justify saturation releases.

**THE BRIGHTEST THING** on the West End horizon has been the fabulous success of Elstree Distributors Warner-Pathe's offbeat "The Servant," which following rave reviews has established an all time record at the Warner, the home of many of the top hits of the past quarter century, and then went on to smash it in the second week. Experienced film men rubbed their eyes but are still withholding their judgment until it goes on provincial release. . . . Hats off to Compton Cameo's Tony Tenser, one time ABC manager, and his publicist Graham Whitworth, for really getting behind "The Yellow Teddies." This film about sex in a girls' school is pretty naive, but they had the job of selling it, and they have done it in such a manner that it is hitting the jackpot. Highlight of the campaign was a screening for top form high school girls in Birmingham and an ensuing discussion group. Before and after, the promotion hit the national press with headlines which could not have been missed in any part of the country and must attract the curious everywhere. Many exhibitors must be grateful for this boost.

GEORGE WELTNER and Joseph E. Levine jetted into London for meetings with Paramount's Russell Hadley, Peter Reed, and Jack Upfold, Anglo Embassy's Kenneth Hargreaves, director-producer Cy Enfield, star-producer Stanley Baker, publicist Theo Cowan, and others to discuss the release pattern and exploitation for "Zulu," which is due for a New Year opening. Weltner believes that this adventure drama, shot mainly on location in South Africa in Technirama and Technicolor, is one of the greatest pictures that Paramount will have released and that it will have an almost unprecedented impact on audiences of all ages everywhere. . . . A request from R. L. Cook, ABC Cinema, Swindon. He runs one of the most successful Saturday morning ABC Minors Clubs in the country and wants to make contact with an American with a similar show. His idea is to exchange photographs and tape-recordings to create an interest for the children. He is convinced that the local press in both countries would be interested in such a tieup, giving a boost to both theatres. . . . A fine piece of showmanship comes from ABC just in time for Christmas. For many years they have had the colorful "ABC Film Review" monthly at their theatres. Now a glossy ABC Film Annual has been published at \$1.75. Packed with pictures, many full page in color, and stories about films and their stars, the emphasis is on the important product of their main suppliers. . . . There has been a shuffling of MGM release dates on ABC. "Murder at the Gallop" has been brought forward to replace "The Haunting," which has an "X-Adults Only" certificate and "Ben Hur" takes over Dec. 15 for its first bookings at popular prices. . . . The three week hard ticket road show of "West Side Story" in a number of key suburban houses came to an abrupt end after two. . . . "Fantasia" is back at Studio One whose owner, Sir David James, has just given another fortune to charity and does not play "X-Adults Only" films. It has already played a total of well over three years there.

## Dickerson To Join Loew's

NEW YORK—Bernard Myerson, executive vice-president of Loew's Theatres, Inc., has announced that Dick Dickerson will join the company on Jan. 6 as booker for Loew's out-of-town theatres and act as assistant to Ben Joel, chief film buyer for the Loew's circuit. Dickerson was formerly associated with the Chakeres Circuit in Springfield, Ohio.

## AA, Reich Deal Off

NEW YORK—Allied Artists and William G. Reich jointly announced that after protracted negotiations between Reich and Steve Broidy on an arrangement whereby the former was to become a special distribution and production representative in Europe for the company, that the proposed deal has been tabled. Both parties stated that the termination of negotiations was an amicable one.

## N. C. Unrest Continues; Truce Deadline Near

GOLDSBORO, N. C.—The State of North Carolina, answering a petition to have the cases moved to federal court, has denied that 52 racial demonstrators arrested in connection with efforts to force local theatres to integrate can not receive a fair trial in the state courts.

In its answer, it asked that a petition for removal of the cases to U. S. District Court be denied and that the action charges be remanded to Wayne County Superior Court.

Scheduled trial of the cases in Wayne court was blocked recently when petitions for removal to federal court were filed by Negro attorneys for the defendants (51 Negroes and one white person). The petitions alleged that "both the Superior Courts and the North Carolina Supreme Court are committed to a program of depriving Negro citizens and their sympathizers of their constitutional rights."

In his answer to the petitions, Solicitor Archie Taylor of Lillington said the petitioners' allegations as to evidence that may be produced, the merits of the case, and allegations as to what constitutes a violation of the trespass statute "are not pertinent and relevant and such contentions are denied."

He termed the allegations "vicious, unwarranted, irresponsible) and totally untrue," and said both the Superior Courts and the State Supreme Court have been on the whole "fair and impartial to persons of all races." He said a review of N. C. Supreme Court decisions will show that the trespass statute has been applied more often to persons of the white race than to persons of the Negro race over the years.

Superior Court Judge Albert W. Cowper also has attacked the petitions, saying that the Negro lawyers were "bordering on contempt" for their charges, and that "anyone who feels that way is entitled to voluntary or involuntary disbarment as a practicing attorney."

He said that should the petitions be granted by the U. S. District Court, "then there will be no courts in North Carolina and this means anarchy, for without courts we have anarchy."

The  
finest  
carbons  
ever  
made...



PROJECTOR  
CARBONS



## ALBANY

Berlo Vending Company, of Delaware, has surrendered its authority to conduct business in New York State, according to a certificate recorded with the Secretary of State. . . . An audience of 1,250 at the SW Troy, Troy, was evacuated without panic or injury when heavy smoke obliterated the screen and filled the auditorium at an early Sunday night performance. Manager Sid Sommer directed the safe exit. Wiring difficulty had ignited timbers underneath the stage in front of the screen. Money was refunded. The house is scheduled for reseating, installation of a new sound system and modernization of marquee and foyer. . . . Chris D. Pope, of Gloversville, Schine Theatres' booker, won first prize of a "Skier Week For Two" at Stowe, Vt., in the Capitaland Ski Show Forum presented by Albany Times-Union and the Knickerbocker News at Washington Avenue Armory. Schine's indoor "Ski-Dek" was in action at the local ski show. . . . Variety Club met in its clubrooms on the mezzanine of the Schine Ten Eyck Hotel. . . . Bill Barrington, general manager, Alan Iselin Drive-In Theatres, returned to Florida by plane for winter supervision of his three automobilers in that state. . . . Dave Weinstein has been promoted from managing director of the Hellman Theatres in Albany to the newly created post of director of advertising-public relations for Hellman Theatres in the capital district. Robert H. Pike, formerly with Budco Theatres in Vineland, N. J., will take over the duties and operation of the Hellman Theatres in Albany.

## ATLANTA

William J. Davis, an executive in Wilby-Kincey Theatres, Inc., died in a Naples, Fla., hospital. He was on a fishing trip in the Everglades when he became ill. He was a member of the Atlanta Variety Club. He is survived by his widow, a sister and a brother. . . . A \$105,000 drive-in is under construction in Milledgeville, Ga. Owners are David Smith and Jack Jones. . . . O. J. Howell, president, Capital Theatre Supply Company, is responding favorably to treatment at Will Rogers Memorial Hospital. . . . Plans to build a \$150,000 drive-in at Savannah, Ga., have been announced by Weis Theatres. . . . Aaron Bouldin, manager, Wilby-Kincey's Fox, has been promoted to manager of the Roxy succeeding Larry Pittman, who recently left the company. Bouldin was formerly assistant manager of the Roxy. Anthony Rhead, former assistant manager, Fox, moves up to managership of that house. . . . Thomas W. Taylor has been appointed west coast manager for Reeder Productions, Knoxville, Tenn., which provides a consulting service and feature picture locations for producers interested in shooting in East Tennessee. He has been associated with the film branch of the U. S. Department of Defense, Washington, D. C. He will headquarter in Hollywood, Cal. The Reeder firm also produces industrial films and tv commercials.

## CHARLOTTE

E. Carrington Smith, manager, Carolina, Chapel Hill, N. C., who has directed the Orange County March of Dimes since its beginning 26 years ago, again has been named to serve as director of the 1964 drive. . . . The North Carolina Supreme Court ruled that the wife of a Charlotte theatre executive who disappeared on an airplane flight in 1953, is



Dave Weinstein has been promoted from managing director of the Hellman Theatres, Albany, to the newly created post of director of advertising and public relations for Hellman enterprises in the Capital district.

entitled to a widow's share in his estate despite the fact that she has been married to another man since 1956. The court, in upholding a Superior Court decision, said evidence in the case was "sufficient to have supported a finding that Worth Stewart died soon after he left Jacksonville, Fla. for Charlotte, on Feb. 26, 1953, at approximately 11:40 a.m." Stewart owned considerable stock in theatre corporations and other property.

## CHICAGO

Joseph B. Lerner, 73, former owner of the Argo, Summit, Ill., died in Mt. Sinai hospital. Lerner operated the theatre for 35 years until his retirement five years ago. . . . Herb Jorgenson has been named manager of the Loop of the Brotman Circuit. He formerly was with the Town. . . . Alliance Theatre Circuit is adding Kokomo, Ind., to its antenna circuit. . . . Charles Thomes, manager, Del-Van, Delavan, Ill., is leaving for service in the Army. His mother, Mrs. Clara Thomes, has taken over the theatre's management. . . . Woods has installed both a new lighting system and canopy. The house was decorated in modern style by Hanns Teichert, leading theatre decorator. . . . The Clark and the Bamboo Inn is offering a special dinner-movie combination on Saturdays and Sundays. The price of \$2 includes choice of one of the Bamboo Inn's six full course dinners, including tax and tips; and a double-feature program at the Clark next door. . . . Globe, under Teitel management, becomes a first run house, opening with "Lazarillo." The film won an award in Berlin Film Festival. . . . Nor-town held a special show for City of Hope, with proceeds for benefit of that charity. . . . Chicago Film Censor Board reports that it has reviewed 378 films since January 1, of which 155 were foreign, 14 were rejected, and nine were classified adults only. The board issued 1,777 permits for film showings in Chicago during the last six months. . . . Manuel Davis, veteran theatre and film manager, died.

## CINCINNATI

All theatres were closed Nov. 25 until six p.m. out of respect to our late President, John F. Kennedy. . . . William B. Shane, chief barker for Variety Tent Three has appointed the following to serve as committee chairmen during the coming year—House, Ray Russo; entertainment, Ben Cohen, co-chairman, Barney Rapp; finance, J. W. McDonald; heart, Joe Alexander; legal, Saul

Greenberg and Sol Wolfson; publicity and telephone, Nate Wise. The Tent's public appeal for funds to support its workshop for the mentally retarded at the Goodwill Industries Rehabilitation Center, is scheduled for Feb. 22-23, using the facilities of WKRC-TV. . . . Jack Onie, Oxford Amusement Co., entertained the cast of the Stagecraft Players after its final performance of "Come Blow Your Horn" at a supper party in the Variety club rooms, Vernon Manor. Bill Garner entertained members of the speech therapy class for the mentally retarded sponsored by the Tent in the club rooms last week. . . . J. W. McDonald, TOC Booking Agency president, is recuperating nicely at his home after surgery. . . . Robert C. Kline is the new manager at Mt. Lookout, succeeding T. E. Thompson, retired. . . . Phil Chakeres, president of Chakeres circuit and his wife have returned to Miami Beach, Fla. for the winter months. . . . Troy Donahue was well received in his personal appearance at the opening of "Palm Springs Weekend" at the Albee. . . . A gay crowd attended the Hottenanny entertainment in the Palace lobby preceeding opening night of "Take Her, She's Mine." . . . In cooperation with WSAI-TV station, a large invited audience saw a preview of "McLintock" at the Keith. . . . Chakeres Theatres, Springfield, O., is remodeling its Skyborn Drive-In at an approximate cost of \$75,000, and is installing new seats and doing a complete refurbishing job at the Fairborn. Both situations are located at Fairborn.

## COLUMBUS, O.

Site near the Spring-Sandusky interchange, five minutes from the downtown theatre area, is under consideration for a proposed 30,000-capacity sports and entertainment arena being promoted by George Gareff, local lawyer. Ice shows, ice hockey, basketball, conventions, industrial shows, rodeos, and circuses could be staged in the all-weather arena, which would have a plastic top. . . . Dean Miller, star of the Dean Miller Show on local television and screen actor, and his wife are parents of a boy, Dean Charles II. . . . Larry Sadoff, producers' representative for the stage show, "Camelot," at Loew's Ohio the week of Dec. 9, has been in town in advance of the show, first live attraction to play the Ohio in many years.

## DALLAS

Interstate Theatres received a salute from the U. S. Marines when Col. R. L. Stallings, head of recruiting for the 8th Naval District, presented a special plaque to John Q. Adams, executive vice-president of the Interstate Theatre Circuit, in appreciation for the service to the U. S. Marine Corps recruiting by the theatre circuit. . . . Walt Disney's cartoon-symphony, "Fantasia," had a fourth week at the Village. . . . R. J. Smith, Jr., said that Rory Calhoun has signed to do the top male role in a western motion picture, "Five Horsemen From Hell," he will make at the four sound stages of the new permanent movie city near Cleburne. Patrice Wymore is reading the script as the female lead, and Smith is awaiting her approval of the role. . . . A special flight from Hollywood brought a number of stars for the opening of the Spa Health and Beauty Resort. Among the actors were Paul Newman, Bob Cummings, Gene Barry, and Ty Hardin. Others expected were Rock Hudson, Gloria Swanson, Jayne Mansfield, and her husband, Mickey Hargitay. . . . Columbia has transferred its accounting



for the Oklahoma City and Memphis office which had been handled here, to Atlanta, as well as the shift of the Dallas bookkeeping setup to Kansas City. . . . Bernard Brager, manager of the Paramount exchange, returned from a sales meeting held in New Orleans. . . . The single booth Cinerama system will be installed at the Capri by Jimmy Skinner, engineer for Modern Sales & Service, who will have it ready for operation by Dec. 20. . . . The Texas, Oak Cliff, was in the nation's eyes on Friday as the place where the assassin of President Kennedy was found by local police. . . . Local members of the Metro-Goldwyn-Mayer exchange who attended a recent sales conference in Hollywood were Ed Hull, Jim Ronsick, and Ed Edmiston. . . . Hollywood film star Joan Crawford was in the city attending for the 45th annual convention-exposition of the American Bottlers of Carbonated Beverages. Miss Crawford attended as a member of the board of Pepsi Cola. . . . The Esquire has a tie-in with KLIF and will award Judy Lee jewelry to the "Yum Yum Girl" watchers. Full details are aired on the local radio station.

## DENVER

Fox Intermountain Theatres, Inc., have gone in for diversification. They have opened 11 outlets in Denver for the sale of Mission Pak products. While many of the outlets are in Fox theatres, they have opened stores in several shopping centers. . . . Otto Preminger was in Denver as guest of honor at the advance preview of "The Cardinal," which is the Christmas picture at the RKO Orpheum. Harry Weiss, district manager for RKO Theatres, was also in town for the invitational showing, which was attended by city and state officials and many local dignitaries. Manager William T. Hastings, Orpheum, was host at a luncheon in his honor. . . . Ralph Batschlet, manager, Mayan, was reelected president of the South Denver Civic Association. . . . L. C. Jones has reopened the house at Westcliff, Colo., after doing a thorough job of remodeling and refurbishing. It has been closed for some time. It will be known as the Jones West Cliff. . . . The annual luncheon get-together of the locally active WOMPI Club was held in the Mural Room of the Albany Hotel. The girls entertain their bosses at this special luncheon, and this year more than 70 persons were present, representing theatres as well as distribution. Virginia McNeill is prexy; Bernice Gilmore, past president.

## DETROIT

"Exhibitors No. 1 Headache" is calling for more aspirin. S. C. Ritchie, president and general manager, CKLW-TV, has announced a new series of first-time-on-the-air theatrical movies. They commenced Nov. 25 with "Mister Roberts" (1955). To be shown Mondays once a month through April 6 are "Friendly Persuasion" (1956), "The Quiet Man," (1952), "Son of Samson," "East of Eden" (1955), and "Battle Cry" (1955). The CKLW series will have one innovation: Instead of being trimmed to fit a time slot, the features will be shown in their entirety. . . . In Madison Heights, Mich., the Galaxy Drive-In, opened last August, is encountering difficulties with the City Council. One concerns a paving problem; the other its tax status. Access and exit drives are in such condition that it will be two years before the soil settles sufficiently for paving. The Council gave a temporary permit for opening in August, now renewed for two weeks longer.

An \$8,500 bond was posted by the d-i to guarantee transfer of an easement. City Attorney has now suggested this be cancelled, to be replaced with a \$10,000 instrument. City Manager Richard Marshall recommends a surety bond of that amount to insure surfacing, and also \$500 in cash for legal action should the city become embroiled in litigation. While the two-week extension was passed, Councilman Antonios Branoff dissented on the grounds the establishment had been given too "lenient" treatment. The property, he insisted, should have been given industrial status which calls for a higher rate of taxation. . . . The Friends of Brandeis University group here will celebrate the 15th anniversary of the founding of the Waltham, Mass. institution by a dinner at the Sheraton Cadillac Hotel. Coinciding with this is the announcement that exhibitor Irving Goldberg, Community Theatres, has been elected president of the Detroit chapter.

## JACKSONVILLE

Woody Woodard, Warner Bros. publicist, left here for a visit to Florida State Theatres' Weeki Wachee Spring entertainment complex in order to survey it as a possible site for location shots during the coming production of "The Incredible Mr. Limpet." . . . Bob Ungerfeld, Universal exploiter from New York, came in for conferences with Sheldon Mandell, co-owner of the suburban Five Points Theatre, concerning an advance promotional campaign for "Charade," which has been booked into the Five Points for the Christmas season. . . . Clem Perry, MGM executive from the New York home office, arrived here to discuss the company's art-house product with Bob Capps, MGM manager for Florida, soon after Bob returned from an MGM sales gathering on the West Coast. . . . Walter Anson has closed the Martin Theatre, Wildwood, which he operated for owner Harlow Land of Mayo. . . . Another recent closing was that of Ralph Weir's Regent Theatre at Crystal River. His Chiefland Theatre at Chiefland has remained open. . . . Many local indoor theatres cut back their usual boxoffice opening times from morning or noon hours so that their employees and patrons would be free to mourn the loss of the late President, John F. Kennedy. . . . Hundreds of theatre patrons felt thoroughly frustrated the night of Saturday, November 23, when they were told by the cashiers, doormen and managers of two first-run theatres that all seats had been sold out. Many of them went first to the Five Points to see "Under the Yum Yum Tree" and then hurried across town to see a sneak previewing of "Man's Favorite Sport" at the Center. . . . Excellent Thanksgiving screen fare was served to patrons of local first-run houses after turkey dinners were out of the way.

## MIAMI

Managerial shifts include David Haggerty to the Plaza, West Hollywood, Fla., and Joe Feeney, to the Davie Blvd. Drive-In, Ft. Lauderdale. . . . Joe St. Thomas, assistant director, Wometco Vending, became the father of his fifth child, a son, Jack William. . . . Ken Rockwell is now Days Off Relief Manager for Wometco neighborhood theatres. William Blackmon is assistant, Boulevard D-I, and Leo Nunez is now Wometco Art Theatre Relief Manager. . . . Cecil Allen, Mayfair, was first prize winner in Wometco's October Thrif-Tik-It sales contest, with 407 books sold. Tom Rayfield, Carib, was next with 302 books and Howard DeBold third with sales

of 205 books. . . . Pianist Patrick Henry is playing one-hour concerts at the Mayfair Art previous to evening film showings. . . . Orlando's newest theatre, Florida State Theatres' Plaza, opened with much fanfare, including ribbon-cutting ceremony, concert by Orlando's Colonial High School Band, and radio stations WLOF, Orlando, and WEZY, Cocoa, participating. "McLintock" was the opening feature for twin-screen luxury house. The Orlando Sentinel devoted a three-color drawing and special article on its front page to herald the 1100-seat house located in Colonial Shopping Plaza. This is the first new theatre built by Florida State in this area in 25 years. It features parking facilities for 4,500 cars. Paul Marsden, formerly manager, FST's Colony, Winter Park, is manager. Walter Colby, Orlando city manager for Florida State, advised that the theatre is designed to accommodate all types of screen presentation, from 35mm to Cinerama, Todd-AO and Panovision. Robert Collins, Miami, was architect, and Frank J. Rooney Construction Co. did the building.

## HOUSTON

A "McNificent" chest full of Judy Lee jewels is to be awarded to the 100,000 patron at the Majestic. The lucky person will be clocked during the showing of "McLintock." . . . There is a possibility that movie star Joan Fontaine may be a visitor here on Dec. 6 when she attends the Opera Ball. . . . A gigantic garage sale is being held by the King Center Drive-In every Saturday and Sunday from 8 a.m. to 5 p.m. . . . The shooting of "The Confessor" has been postponed here with the new date of the film now set for the month of February. John Frankenheimer will direct the film, with Tony Curtis and Henry Fonda scheduled to play the leads. . . . Dixie Fields has moved to Houston from Dallas, where she was with the Paramount exchange for the past 18 years. . . . The Bellaire is sponsoring a kiddie show on Saturday mornings at 11 a.m. offering a special children's movie plus cartoons and prizes. At the Broadway and Yale each Saturday there is the special "Fun Club" for the youngsters.

## NEW HAVEN-HARTFORD

Industry pioneer Mike Alperin and his wife, Kitty, are first of the Connecticut contingent to leave for balmy climes; the Alperins, who maintain Hartford residence, will holiday in Miami Beach through early spring. . . . Lou Cohen, Loew's Palace, Hartford, took on added responsibilities of supervising the sister Loew theatre, the Poli, while Mrs. Ruth Colvin vacationed. . . . Jim Collins, Smith Management district manager, met with Alfred Alperin, resident manager at the 2,070-car capacity Meadows D-I, Hartford. . . . The Hartford Republican Party hosted Atty. Theodore diLorenzo, a victor in the recent City Council election, and other winning candidates, at a Statler Hilton dinner. Councilman diLorenzo's father, the late Anthony J. diLorenzo, was an industry pioneer, long active in independent Connecticut exhibition. . . . Stanley-Warner has discontinued

**SHELDON TROMBERG**  
presents  
**BOXOFFICE ATTRACTIONS, INC.**  
Independent Film Distribution  
Phone: Code 215 MA 7-2919  
1323 VINE ST., PHILA., PA. 19107  
Phone: Code 202 347-2221 or 347-3151  
932 WARNER BUILDING, WASH., D.C. 20004



Monday through Friday matinees at the first-run Embassy, New Britain, managed by Mrs. Helen Zaniewski. . . . The long-shuttered Phillips Theatre, Springfield, Mass., has been reopened with a foreign film policy by Boston-based exhibitor George Keffalopoulos. Keffalopoulos has redecorated the lobby, lowered the auditorium ceiling to improve acoustics and installed new projection equipment and marquee. Initial attraction was Continental's "Heavens Above!" . . . Columbia-Otto Preminger's "The Cardinal," filmed partially on Connecticut locations last winter, will preview at the Palace, Stamford.

## NEW ORLEANS

The WOMPI and friends filled Variety Club quarters recently for their benefit party hosted by the club's ways and means committee and social committee. Purpose of the gathering

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia, Pa. 19130  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200

David E.

## BRODSKY

Associates

**THEATRICAL INTERIOR DECORATOR**  
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.  
**PAINTING • DRAPERIES • MURALS**  
**STAGE SETTINGS • WALL COVERINGS**

## PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.

240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance

was to raise money for the WOMPI Christmas charities topped by the annual theatre party at the neighborhood Famous for underprivileged children. Prizes were donated by WOMPI's. . . . Three local WOMPI's have been appointed committee chairmen by Mary Heuisen, president, of WOMPI International, to serve during 1963-64. They are Mrs. Lee Nickolaus, Don Kay Enterprises, membership; Mrs. Gene Barnette, Delta Theatres, Inc., by-laws; and Audrey Hall, Paramount Gulf Theatres, historian. . . . F. F. Goodrow, independent film exchange operator here, plans to be in Memphis to make arrangements for distribution there of the recently acquired Astor Pictures' product. . . . Sympathy is extended to Joe Moll, National Screen Service office manager, upon the recent death of his father. . . . Sympathy is also extended to the John Schaffer family on the recent death of wife and mother. The deceased's husband, Schaffer, Sr., now semi-retired, was head of Schaffer Film Delivery Service, for more than a half century, now headed by his son, John 'Buddy' Schaffer. . . . Mr. and Mrs. Abe Berenson have returned from a month's journey in Europe. He is president of Allied Gulf States Theatre Association and is also associated with Arthur Barnett in Warwick Pictures, local distributors. . . . S. T. Taylor, head, Strand Theatre Company, Laurel, Miss., appointed Clifford Estes general manager of his theatres to succeed the late Rubin DeGruy. . . . Mike Morgan, formerly with a radio station in Meridian, Miss., was appointed by Gulf State Theatres as manager of the Twin Do Drive-In, Metairie, La., to succeed C. A. Mathews, who was moved to manage the Broadmoor Art Theatre, Shreveport, La. . . . Dr. Riddeck and E. N. Thomas, Monroe, La., have reopened the recently closed Ritz there. . . . Charles Varnado, former Warner sales staffer here, and for the past years exchange manager at the Boston branch, will be returning to the local sales staff in the near future to replace Eddie Fitzgerald, who has been promoted to branch manager of the Atlanta exchange.

## PHILADELPHIA

In tribute and respect to the late President Kennedy all local motion picture theatres remained closed the day of the funeral. . . . Following orders from 20th-Fox, Richard F. Lewis, Jr., manager, Rialto, Wilmington, Del., cut a sequence from "Take Her, She's Mine" in which a character supposedly speaks to Mrs. John F. Kennedy, and two scenes in which an actor speaks in a voice resembling the late President's. . . . The postponed preview of Otto Preminger's-Columbia's "The Cardinal" was held at the Midtown on Dec 3.

## ST. LOUIS

The "Toys For Tots" Drive, to ensure less fortunate children in this area of Christmas toys, is a joint project of The Better Films Council, Arthur Enterprises, Inc., the Marine Corps Reserve and Shell Service Stations. Toys are given to the Marine Corps or Shell or can be used as the price of admission at special matinees sponsored by Arthur Enterprises and the Better Films Council. . . . Joe Simpkins, president of the local Variety Club, was speaker at the annual WOMPI Boss Night Dinner. . . . WOMPI's recently bought funeral clothes for a small boy they had been helping. They also bought clothes for the other children in the family so they could attend church. Currently they are col-

lecting food for a Thanksgiving food basket for a needy family. . . . Mike Bizio, MGM office manager, is in Memphis on a week's vacation. Exploiteer Ed Edmiston, MGM, has been in town promoting "Wheeler Dealers" and "Of Human Bondage." . . . Everyone on the Row delighted to see Charlie Goldman out of the hospital. . . . Wehrenberg Circuit has put Ronnie's and 66 Drive-ins down to weekends. . . . All Filmrow offices were closed last Monday in memory of President Kennedy. . . . Otto Preminger, in town recently to promote "The Cardinal," impressed all of his teenage interviewers but particularly one young girl whose interview appeared in "The Globe Democrat." Michele Bernard, in commenting on Preminger said, "Mr. Preminger is truly an outstanding individual. As I observed him, I was amazed that such a busy, thinking man would find time to crack a joke. But this it seems, is the essence of his life. He does not fit a preconceived image."

## SAN ANTONIO

Joey Adams, who has produced two feature films and is president of the American Guild of Variety Artists, was one of the featured speakers at the Granada Hotel in behalf of San Antonio's Israel Bond drive. . . . A trip for two to Acapulco by Astrojet is just one of the prizes to be won in the San Antonio Express and Cinema Arts Theatres' "Fun in Acapulco" contest. The essay contest winner will receive a vacation for two, and spend three nights in the Acapulco Hilton, which will also provide meals to a limit of \$20 per day for three days. Twenty more prizes will be awarded to the next 20 winners in the contest who will receive two tickets to the Presley film. . . . Theatres throughout the city closed Friday night in memory of President Kennedy. It was said that admissions to the theatres stopped completely following the shooting report. . . . As a tie-in with the Wonderland Shopping Center Auto Show, the KONO-Copter dropped on the parking lot 100 tickets to the current attraction at the Broadway, "Wheeler Dealers." Also dropped was a season's pass for two to Interstate Theatres. . . . John Santikos of the Olmos has redone a portion of his entrance way in tile. A second soft drink bar has been installed to take care of the overflow to the regular concession stand. . . . A new air conditioning system was installed in the Majestic Bldg. It was necessary to open up the sidewalk in front of the box office of the Majestic, ace flagship of the Interstate Theatre Circuit. Lynn Krueger, manager, said business held as usual. During the height of the construction a "Yum Yum" girl visited the site in behalf of the showing of "Under the Yum Yum Tree" at the sister theatre, the Aztec. . . . Paul Hogervorst, co-owner of the Trail Drive-In, El Paso, Tex., has been confined to the Providence Memorial Hospital.

## SEATTLE

Don Conley, Buena Vista district manager, was here from Los Angeles for a meeting. . . . Dave Dunkle, 20th-Fox salesman, returned from a week's swing through eastern Washington, including Wenatchee, Ephrata, Moses Lake, and Bridgeport. . . . Ernie Piro, branch manager of Buena Vista, returned from a business trip to Portland. . . . Helen York, 20th-Fox publicist, was in town from San Francisco working on a campaign for the opening of "Take Her She's Mine," at the Coliseum.



# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which  
Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICESECTION** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO DECEMBER 4, 1963  
Vol. 70, No. 22

## ALLIED ARTISTS

### Gunfight At Comanche Creek

WESTERN  
90M.

Allied Artists  
(Panavision)  
(DeLuxe Color)

ESTIMATE: Good western.

CAST: Audie Murphy, Ben Cooper, Colleen Miller, DeForest Kelley, Jan Merlin, John Hubbard, Damian O'Flynn, Susan Seaforth. Produced by Ben Schwab; directed by Frank McDonald.

STORY: Audie Murphy is a detective employed to help smash a band of old west outlaws. The gang waits until a man with a price on his head is jailed, breaks him loose, forces him to be the unmasked front man in their holdups, and when the price reaches a good figure, he is murdered for the reward. Murphy, before he worms his way into the gang, meets and becomes romantically interested in Colleen Miller, owner of the town hotel-saloon. Knowing his days are numbered, Murphy finally saves himself from an almost impossible situation, exposes the marshal, John Hubbard, as the master-mind of the gang, rounds up the survivors after a gunfight, but not before they have committed several murders.

X-RAY: With an action packed, suspenseful if overly plotted screen play by Edward Bernds, this unfolds as a good western, with Audie Murphy heading a fine cast. There is plenty here for devotees of western fare, with both the Panavision and DeLuxe Color enhancing things considerably. There is a goodly share of brutality and murder and several sequences that place this in the adult class. While most of the familiar western ingredients are present, director Frank McDonald, an old hand at such things, keeps interest on high and has turned in a most competent job.

AD LINES: "A National Detective Agent Smashes A Band Of Colorado Outlaws"; "Two Fisted Undercover Work In The Old West."

## AMERICAN-INT.

### Erik The Conqueror

MELODRAMA  
81M.

American International  
(Technicolor)  
(Colorscope)  
(Italian-made)  
(Dubbed in English)

ESTIMATE: Another Italian-made spectacle.

CAST: Cameron Mitchell, Alice and Ellen Kessler, Francoise Cristophe, Giorgio Ardisson, Andrea Checchi, Jacques Delbo, Franco Giacobini, Raffaele Baldassare, Enzo Doria, Folco Lulli. Directed by Mario Bava; A Galatea production.

STORY: During the 10th Century, a Viking colony in Britain is massacred with the exception of one little boy, who is adopted by Queen Francoise Cristophe. Twenty years later, Cameron Mitchell dreams of avenging the massacre. He is in love with Alice Kessler, who has a twin sister, Ellen Kessler. The Viking fleet bests the English in battle, and Mitchell, now a King, is able to free Kessler from her religious vows and make her his queen. Cristophe's minister betrays her to the Vikings and she is taken captive. Ellen Kessler meets a shipwrecked Viking, actually Mitchell's brother, who had been adopted by the Queen. He helps free the Queen. In a land battle, the faithless minister is killed. In a duel to the death between Mitchell and his brother, they see that each bears the same strange markings on their chests, the mark of royal Viking brothers. As they rush into each others arms, Mitchell is killed, leaving the brother to assume his rightful rule and to claim his love.

X-RAY: This brawling, battling Viking opus starts off like a house afire, but bogs down a bit in the usual story of intrigue in days of yore. It has been competently produced, enacted, and there is plenty of action of a somewhat familiar nature. The color and wide screen help, and the offering should do okay as part of the program. The dubbing job is okay. Cameron Mitchell may prove to be an American name of some value in an otherwise foreign cast.

AD LINES: "He Fought For War And Women!" "From Out Of The North Came A Horde Of Blond Giants Ravaging And Pillaging A Path of Conquest—They Were The Strongest Men On Earth."

### Pyro

MELODRAMA  
99M.

American International  
(Color by Panacolor)  
(Made in Spain)

ESTIMATE: Satisfactory horror meller.

CAST: Barry Sullivan, Martha Hyer, Sherry Moreland, Soledad Miranda, Luis Prendes, Fernando Hilbeck, Carlos Casarivilla, Maric-senka. Produced and written by Sidney W. Pink; directed by Julio Coll.

STORY: British engineer Barry Sullivan invents a new generator and moves his family to Spain to supervise its construction. Looking for a house, he meets Martha Hyer and stops her from setting fire to her house in an effort to collect the insurance money. He moves in with his family, but is drawn into a passionate affair with Hyer. This jeopardizes his family life and his career, and he breaks off the affair. Maddened by the rejection, Hyer sets fire to the house, and Sullivan's wife and daughter burn to death. He is horribly disfigured trying to save them and vows revenge. He escapes from the hospital, perfects a disguise which makes him look human again, and sets out to find and kill Hyer and her daughter. He sets fires which kill Hyer's brother and his wife and Hyer's mother. Hyer flees to a small coastal town and goes into seclusion. Sullivan travels with a carnival and Soledad Miranda, daughter of the carnival owner, falls in love with him. He finally finds Hyer and her child. He

starts a fire which burns Hyer to death and takes the child back to the carnival intending to throw her from the ferris wheel. Police and Miranda convince him that the child should be spared. Placing her in the gondola seat, he leaps to his death.

X-RAY: This is concerned with what we might call horror by fire. A better than average cast is involved, and interest is fairly well maintained. Suspense builds well, and fans of horror films should be satisfied. For others, there is an adult love story thrown in that should hold their interest. Color is an asset, and Spanish locales are interesting. There may not be quite as many chills as horror fans are used to, but there is a bit more plot to compensate. It should do okay on general programs.

AD LINES: "Fire Turned This Man Into A Monster, And Fire Would Be His Weapon Of Revenge"; "Her Love Destroyed Everything And Everyone It Touched . . . Now She Must Pay."

## MGM

### Family Diary

DRAMA  
114M

MGM  
(Italian-made)  
(Technicolor)  
(English titles)

ESTIMATE: Drama for art spots.

CAST: Marcello Mastroianni, Jacques Perrin, Sylvie, Salvo Randone, Valerie Cangottini, Serena Vergano. Directed by Valerio Zurlini; Titanus-Metro Film, produced by Titanus.

STORY: Marcello Mastroianni is heartbroken as he receives the news of the death of his younger brother, Jacques Perrin, and he recalls how when he was a lad of eight his mother died giving birth to Perrin, who is taken in by a wealthy family and brought up as the son of the butler. There isn't much contact between the brothers until they grow older, and then Perrin tries to get to know Mastroianni better, especially after their grandmother is accepted into an institution for the aged. Mastroianni is concerned with making a living in the newspaper field after recovering from an illness and is reluctant to get too involved with Perrin, who leaves his foster father to go out on his own. He has difficulty getting a job, not having finished high school, and eventually he gets married and has a child. He and his wife are separated. He comes to Rome and lives with Mastroianni but eventually is stricken by a mysterious illness which puts him in the charity ward of a hospital. They are unable to help him and since it's a matter of time, Mastroianni arranges for him to go back to Florence to see his wife and child and to die there.

X-RAY: This import is a sad drama focusing on the efforts of a pair of brothers to get to know each other better, having been brought up in different homes and in different social strata. It's a bit of a switch from the roles Mastroianni has been seen in of late,



that of a lover, and mayhaps some in the art spots will welcome the change for this capable actor. The others do well by their roles, and direction and production are impressive. The screenplay is based on the novel, "Two Brothers," by Vasco Pratolini. It won first prize at the 1962 Venice Film Festival.

## The Prize

DRAMA  
105M.

MGM  
(Panavision)  
(MetroColor)  
(Partly made in Sweden)

ESTIMATE: Names, plenty of action boost plush drama.

CAST: Paul Newman, Edward G. Robinson, Elke Sommer, Diane Baker, Micheline Presle, Leo G. Carroll, Sergio Fantoni, Kevin McCarthy, Gerald Oury, Jacqueline Beer, Sacha Pitoeff, Don Dubbins, John Wengraf. Produced by Pandro S. Berman; directed by Mark Robson.

STORY: Six Nobel Prize winners congregate in Stockholm, but attention soon centers on U.S. writer Paul Newman, bitter and disillusioned, who is interested only in the money and drowns his frustration at not being able to write anymore in drink. Swedish Foreign Office representative Elke Sommer is assigned to interpret for Newman. Another prize winner, scientist Edward G. Robinson, is kidnapped by Communist agents, and his twin brother, a devoted Communist, takes his place. Newman suspects something has happened to the real scientist and decides to investigate. He and Sommer fall in love, and she assists, finally falling into Communist hands. Newman traces them to a ship due to leave for a Communist port and rushes to the rescue. They make good their escape, foil the Communist plot, and Newman has a new appreciation of the honor bestowed on him by the Nobel Prize Committee.

X-RAY: This plush drama, brightened by moments of comedy, is filled with incident and action and guaranteed to maintain interest despite the fact it may stretch beyond total credibility on a few occasions. A cast of top names contributes sparkling performances, with Newman and Robinson standouts, and the beautiful Elke Sommer in her first American role showing why she is currently in such demand. She is a visual knockout and an intelligent actress as well. Color and scenes of Stockholm add to the enjoyment, and the picture should have wide appeal to general audiences. It is based on the best-selling novel by Irving Wallace, another plus in the selling. The chase sequences are good, combining suspense and comedy, and the ending, while a bit far-fetched, is satisfying. Screenplay is by Ernest Lehman.

TIP ON BIDDING: Better program rates.

AD LINES: "Pulsating Entertainment As A Best-Seller Comes Explosively To The Screen"; "The Secrets Behind The Nobel Prize As Great Men Fight and Love In An Atmosphere Of International Intrigue And Sudden Danger."

## PARAMOUNT

### Paris Pick-Up

DRAMA  
90M.

Paramount  
(French-made)  
(Dubbed in English)

ESTIMATE: Mystery meller import of average interest.

CAST: Robert Hossein, Lea Massari, Robert Dalban, Maurice Biraud. Produced by Alain Poire and Michel Bernheim; directed by Marcel Bluwal.

STORY: Robert Hossein wanders Paris on Christmas Eve. He picks up attractive Lea Massari in a restaurant. They go to a movie with Massari's daughter and he takes her to her apartment on the upper floor of the book

warehouse owned by her husband. She puts the child to bed, leaves to freshen up, then they go out on the town. They return to the warehouse apartment and Massari's husband is dead on the couch. She starts to call the police, but Hossein won't let her because he is an ex-convict breaking parole by returning to Paris. He flees, but his curiosity is aroused when Massari reappears and heads for a church. She faints there and a slightly drunk auto salesman drives them back to the warehouse. The body has disappeared and a frightened Hossein flees again. He hides nearby and is mystified as Massari and the salesman go out again. Hours later, they return. Hossein follows them to the apartment and is shocked to see that the body has returned to the couch. He hides while they call the police, who take away the obvious suicide. Hossein confronts Massari and she shows him two identical rooms on separate floors. It was all a plot to murder her husband. He helps her dispose of the furniture in the second room. She finds the salesman's wallet but thinks it is Hossein's and places it in his pocket. Hossein is confronted by police who want to know why he returned to Paris. They find the wallet and realize he is implicated in the murder. Massari arrives to rectify her mistake and confesses all to police, absolving Hossein.

X-RAY: The mystery gimmick here is a good one, but the events leading up to it are told in a plodding pace that causes interest to diminish somewhat before the climax. Performances are good, and mystery fans should be satisfied although the foreign cast of relative unknowns won't mean much. The action leading up to the explanation of the mystery tends to be too repetitious, but there is no denying that the puzzle is a clever and challenging one for armchair detectives. Screenplay is by Frederic Dard and Duwal.

AD LINES: "A Casual Meeting . . . A Night Of Romance . . . A Horror-Filled Dawn," "He Thought He'd Found Love . . . She Thought She'd Found An Alibi . . . They Both Found They Were Wrong."

## Son Of Captain Blood

MELODRAMA  
88M.

Paramount  
(Technicolor)  
(CinemaScope)  
(Made abroad)

ESTIMATE: Fair action entry.

CAST: Sean Flynn, Alessandra Panaro, Jose Nieto, Ann Todd. Produced by Harry Joe Brown; directed by Tulio Demicheli.

STORY: Sean Flynn, son of famous pirate Captain Blood, cajoles his mother, Ann Todd, into letting him go to sea. Flynn leaves Port Royal aboard a sailing ship as navigator. Aboard is a contingent of schoolgirls, including Alessandra Panaro. A budding romance is interrupted by a pirate attack under blood-thirsty Jose Nieto, old enemy of Flynn's father, who uses Panaro to get to Flynn. Blood's son is finally rescued by a group of his father's old shipmates. Reunited with Panaro and made captain of the commandeered ship, Flynn proceeds to Port Royal to save his mother from treachery at the hands of a corrupt governor. They arrive barely in time to evacuate Todd and other islanders from an earthquake and tidal wave that leave Port Royal an inundated ruin. Flynn's pirates are pardoned for their heroism, and he settles down with Panaro.

X-RAY: As a sequel to the 1935 Errol Flynn "Captain Blood," the junior version, while filled with lively spectacle, falls short of the mark. The swordplay and wooing of young Flynn are, however, enthusiastic attempts at copying papa's swashbuckling bravado, and will not disappoint many in the audience. The battle scenes and sea lore help make up for the spotty acting. Screenplay by Casey Robinson.

AD LINES: "See An Entire City Buried By The Fury Of An Earthquake And Tidal

Wave"; "The Kind Of Swashbuckling Role That Brought Fame To His Father."

## Who's Been Sleeping In My Bed?

COMEDY  
103 M.

Paramount  
(Panavision) (Technicolor)

ESTIMATE: Sophisticated, adult comedy.

CAST: Dean Martin, Elizabeth Montgomery, Carol Burnett, Martin Balsam, Jill St. John, Richard Conte, Macha Meril, Louis Nye, Yoko Tani, Jack Soo, Dianne Foster, Elliott Reid, Johnny Silver, Elizabeth Fraser, Steve Clinton, Daniel Ocko, Allison Hayes, James O' Rear. Produced by Jack Rose; directed by Daniel Mann.

STORY: Dean Martin is the handsome and virile hero of a top-rated television medical series. He projects an image of wisdom and romance to millions of American women who worship him. Included are the wives of his poker-playing cronies. Every Wednesday night, Martin leaves the poker game for a "private consultation" with one of his pal's wives, although his pals do not suspect anything. His fiancée, Elizabeth Montgomery, is becoming anxious about whether or not their wedding will become a reality. Unable to keep up the pace, Martin visits one of his poker-playing friends, who happens to be a psychiatrist. Under the influence of sodium amytal, he spills the beans about this romantic Wednesday night rendezvous. Montgomery's close friend, Carol Burnett, the doctor's receptionist, overhears everything, and realizes that Martin and Montgomery better get married quickly. It takes some wild antics, including a phony marriage and a phony divorce in Tia Juana, but she finally brings this about and salvages the marriages of the poker players, with everyone settling down to relative peace and quiet.

X-RAY: Dean Martin is in rare form in this frolic peopled with a group of luscious femme lovelies and a flawless supporting cast, including Carol Burnett, who almost steals the picture in several of her near-slapstick scenes. The Panavision and Technicolor, plus plush production values, enhance things considerably, while the laughs are loud and frequent in the screenplay written by producer Jack Rose. It is sophisticated and adult entertainment, to be sure, but will not disappoint devotees of such entertainment—especially in situations where anything other than the obvious is appreciated.

TIP ON BIDDING: Better program rates.

AD LINES: "They Couldn't Resist The Television Doctor"; "A Hilarious Spoof Of Modern Mores And Marriage."

## Who's Minding The Store?

COMEDY  
90M.

Paramount  
(Technicolor)

ESTIMATE: Amusing Jerry Lewis entry.

CAST: Jerry Lewis, Jill St. John, Agnes Moorhead, John McGiver, Ray Walston, Francesca Bellini, Nancy Kulp, John Abbott, Jerry Hausner, Peggy Mondo, Mary Treen, Isobel Elsom, Richard Wessel, Fritz Feld. Produced by Paul Jones; directed by Frank Tashlin.

STORY: Jerry Lewis is content to get along with his dog, sitting, and walking until he meets Jill St. John, who besides being lovely is the runaway heiress to a department store fortune accumulated by her domineering mother, Agnes Moorhead and her acquiescent father, John McGiver. She keeps this a secret from Lewis, and she goes to work as an elevator operator in one of the principal stores managed by Ray Walston. She gets Lewis to apply for a job, and Moorhead approves, ordering that he be given the worst jobs in the place. Lewis becomes friendly with McGiver, showing him how to improve his golf game, and he doesn't disclose that he is St. John's father. Wherever Lewis wants and tries to serve, that department resembles



a battlefield, but St. John is not repulsed, getting to love him even more. McGiver too would like to see the pair wed. Moorhead puts in an appearance as Lewis almost wrecks the store, and St. John's identity is discovered, which cools things off as far as Lewis is concerned. He goes back to poodle walking. St. John, McGiver, and Moorhead show up also in the poodle-walking racket, and somehow one gets the feeling that all will be well in the romance department.

**X-RAY:** This Lewis entry is a bit on the frantic and frenetic side, and he gets a chance to really demonstrate his own peculiar brand of slapstick comedy because of the area of operations—a whole department store as a playground. The people are pleasant and true to their assignments, and there are some funny scenes and cute bits. The story is a device to string the broad humor sections together, and the direction and production are good. Lewis fans should appreciate this latest entry a shade more than some of his others because it's a shade better. The original screenplay is by Frank Tashlin and Harry Tugend.

**TIP ON BIDDING:** Better Jerry Lewis rates.

**AD LINES:** "Fun For The Whole Family"; "When Jerry Lewis Is Let Loose In A Department Store, The Result Is Chaos."

## 20th-FOX

### Move Over Darling

COMEDY  
103M.

20th-Fox

(CinemaScope) (DeLuxe Color)

**ESTIMATE:** Entertaining comedy.

**CAST:** Doris Day, James Garner, Polly Bergen, Thelma Ritter, Fred Clark, Don Knotts, Elliott Reid, Edgar Buchanan, John Astin, Pat Harrington, Jr., Eddie Quillan, Max Showalter, Alvy Moore, Pami Lee, Leslie Farrell, Chuck Connors. Produced by Aaron Rosenberg and Martin Melcher; directed by Michael Gordon.

**STORY:** Successful lawyer James Garner goes before Judge Edgar Buchanan in California with fiancée Polly Bergen to petition court to declare his wife, Doris Day, lost at sea following an airplane crash five years ago, legally dead. He wants the court to marry him to Bergen. This done, they leave on their honeymoon. Meanwhile, at a nearby naval base, a submarine lands with Day rescued from a desert island. She goes home to find her two children, Leslie Farrell and Pami Lee, do not recognize her. They are being cared for by Garner's mother, Thelma Ritter, who breaks news of Garner's court actions and of the honeymoon to be held at the same hotel where he and Day celebrated their nuptials. Day arrives at the hotel ahead of the newlyweds, and launches her campaign to get her husband back. Garner fakes a back injury to avoid consummating his new marriage. Day leaves in a huff, because Garner won't break with Bergen. He realizes he loves Day, however, and follows, still not informing Bergen. At home, he learns that Day was marooned on the island alone with Chuck Connors. All ends happily as Garner and Day wind up together, with Bergen finding solace in the arms of psychiatrist Elliott Reid.

**X-RAY:** Stuff and nonsense is this funfest of material that is tried and true; but it is arranged in a pleasing package that most viewers will enjoy. It is colorful and lavishly mounted; the pace is brisk enough to hold interest; the people are attractive and accomplished; and direction and production are of superior quality. The sharp viewer will recognize that the screenplay by Hal Kanter and Jack Sher is based on the hit comedy of years ago with Irene Dunne and Cary Grant. To sum up, the film is a well made bit of romantic comedy that will be preferred by people out for amusement.

**TIP ON BIDDING:** Higher bracket.

**AD LINES:** "A Merry Marital Mix-Up"; "Two Wives Is One Wife Too Many."

## MISCELLANEOUS

### Playgirls International

NOVELTY  
70M.

Westfield Productions  
(Eastman Color)  
(Techniscope)

**ESTIMATE:** Fair nudie novelty.

**CREDITS:** Produced and directed by Doris Wishman; narrated by Leslie Daniel.

**STORY:** Interspersed with scenes taken in nudist camps in Florida are a collection of vaudeville-night club acts photographed around the world in France, Hawaii, Thailand, Japan, Germany, Austria, Mexico, and the United States. The French Can Can and apache dances, and the musical specialty of Louis Prima are standouts.

**X-RAY:** This curious compilation is perhaps an exploitable novelty. An attempt to justify the entirely different components is made in the narration, which stresses that "The Good Life" is an international institution. The color photography is very good in spots and the idea unreels as a fairly entertaining time waster if this is played with a stronger supporting feature. It is, of course, only suited to the fast buck operations, where the nudist colony shots will get it by.

**AD LINES:** "A Whirling, Twirling Panorama Of Nature's Playgirls"; "A Fascinating Adventure Into The Colorful World Of Nature's Playgirls."

## FOREIGN

### Naked Autumn

DRAMA  
98 M.

United Motion Picture Organization  
(Dyaliscope)  
(French-made)  
(English titles)

**ESTIMATE:** Fair import.

**CAST:** Simone Signoret, Reginald Kerner, Alexandra Stewart, Serge Rousseau, Marcelle Ranson. Produced by Jean Thuillier, directed by Francois Leterrier.

**STORY:** Racing car driver Reginald Kerner has given up the sport to live in the country with his wife, Simone Signoret, and for 10 years they have been together yet drifting apart. He has taken to walking the countryside while she has gone to drinking and gambling at a nearby casino. They meet and like the new school teacher in the village, Alexandra Stewart, who, despite objections from her soldier-fiance stationed nearby, becomes friendly with them. Signoret becomes attached to her even though she is aware that Kerner is falling in love with her, but she hopes to hold him by keeping both closer to her. Kerner is troubled about his feelings, thinking that he can only cause her unhappiness. When an offer comes from an auto firm for him to drive again, he accepts, and Signoret begins to pack happily until he tells her that she is to remain at home. Stewart then hopes that he will take her, but he announces that he is going alone.

**X-RAY:** Herein is the story of a triangle, but it's not a very active one. It is pretty up to a point, but then the spectator wishes something would happen. The cast performs well, and direction and production are adequate, with the bleak French countryside a good setting for the screenplay by Roger Vailland, based on his novel, which may do okay for the art house set.

**AD LINES:** "The Story of Two Women And The Man They Love"; "A Triangle And Some Unusual Complications."

### Pirate And The Slave Girl

MELODRAMA

86M.

Crest  
(Color)  
(Colorscope)  
(Italian-made)  
(Dubbed in English)

**ESTIMATE:** Costume meller has Lex Barker name.

**CAST:** Lex Barker, Chelo Alonso, Massimo Serato, Graziella Granata, Daniele Varga, Luigi Tosi, Bruno Corelli, Enzo Maggio. Produced by Peter Pierotti; directed by Frank Ferrara.

**STORY:** In the 15th Century, Lex Barker, pirate, takes prisoner Graziella Granata, daughter of the Governor of Rhodes, and adds her to his collection of female slaves destined to be sold at an African slave market. He also obtains documents pertaining to treaty obligations of the Venetian Republic. The Governor entrusts Massimo Serato to retrieve the documents and free his daughter. Serato, who planned to double cross the governor, joins Barker's crew, but while at sea is found out and flogged. In Africa, Serato is left behind to die in the desert but is saved by princess Chelo Alonso. Granata tries to flee, but is caught. Serato escapes during an attack by brigands, and after the battle, Alonso is killed in an attempt to save his life. Barker and Granata, now in love, sail to return to the Venetian Republics.

**X-RAYS** This somewhat confused swash-buckler presents considerable Oriental pagentry and costume sword play of yesteryear. It has plenty of action plus Lex "Tarzan" Barker for name value. Chelo Alonso adds plenty of sex appeal as a Latin beauty. The color and wide screen enhance things, and production and direction are competent. The dubbing job is satisfactory. This should do okay as part of the bill in the program spots.

**AD LINES:** "He Took By Force What He Could Have Had For Love"; "A Strange Adventure With A Cargo Of Beauty For The Harems Of The East."

### Please, Not Now!

COMEDY  
74M.

International Classics  
(French-made)  
(Dubbed in English)

**ESTIMATE:** Saucy Bardot comedy in French style.

**CAST:** Brigitte Bardot, Josephine James, Jacques Riberolles, Michael Subor, Mireille Darc, Edith Zetling, Claude Brasseur, Serge Marquand, Jean Tissier, Bernard Fresson, Claude Berri, Max Montavon. Produced by Jacques Roitfeld; supervised by Roger Vadim. A production of Francos Films, Paris; and Vides Film, Rome.

**STORY:** Uncover girl Brigitte Bardot is jilted by her photographer employer, Jacques Riberolles, with whom she has been having an affair for 18 months. His new passion is American heiress Josephine James. Michel Subor, a medical student, catches Bardot on the rebound, and suggests she seek revenge on Riberolles by making him jealous. The best way to accomplish this is by falling in love with Subor. His persistence avails him nothing however, although he does get pretty intimate. When they learn that Riberolles and James have gone on holiday in the Swiss Alps, they pool their meager resources and follow. Bardot, now in possession of a shotgun, threatens to kill first Riberolles and then James. Alarmed, Subor warns Riberolles, and Bardot's plans fail. However, the two girls get together and James turns on Riberolles when Bardot tells her that he is only after her money. At the same time, Riberolles tells Bardot that Subor's intentions are strictly dishonorable. The end has Bardot and Riberolles together again, and Subor and James paired off.

**X-RAY:** This sophisticated and gay French (Continued on page 5116)



## ALPHABETICAL GUIDE TO 91 Features Reviewed

This Index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

## A

All The Way Home—103m.—Para. ....5095  
Any Number Can Win—111m.—MGM ....5102

## B

Beauty And The Beast—77m.—UA ....5095  
Bell, Bare and Beautiful—64m.—Misc. ....5106

## C

Captain Newman, M.D.—126m.—U ....5103  
Cardinal, The—175m.—Col. ....5101  
Castillian, The—103m.—WB ....5099  
Charade—114m.—U. ....5095  
Chushingura—105m.—For. ....5106  
Clown And The Kid, The—66m.—UA. ....5091  
Condemned Of Altona, The—114m.—Fox ....5090  
Conjugal Bed, The—90m.—Emb. ....5094  
Court Martial—82m.—UA ....5098  
Creation Of The Humanoids, The—75m.—Misc. ..5099  
Cry Of Battle—99m.—UA ....5097

## D

Daughter Of The Sun God—75m.—Misc. ....5103

## E

Erik The Conqueror—81m.—A-I ....5113

## F

Family Diary—114m.—MGM ....5113  
Fantasia—117m.—BV—RE. ....5097  
Farewell To Arms, A—Re.—123m.—Fox ....5090  
French Game, The—86m.—For. ....5103  
Fun In Acapulco—100m.—Par. ....5109

## G

Gone Are the Days—97m.—Misc. ....5106  
Gun Hawk, The—92m.—AA ....5097  
Gunfight At Comanche Creek—90m.—AA ....5113

## H

Haunted Palace, The—85m.—A-I ....5089  
Heavenly Bodies—60m.—Misc. ....5092  
Hootenanny Hoot—91m.—MGM ....5089  
Hot Money Girl—81m.—For. ....5103  
Householder, The—100m.—For. ....5103

## I

Incredible Journey—80m.—BV ....5101  
In The French Style—105m.—Col. ....5093  
It's A Mad, Mad, Mad, Mad World—194m.—UA—Cinerama ....5109

## J

Johnny Cool—101m.—UA ....5091  
Julie, The Redhead—100m.—For. ....5106

## L

La Poupée—90m.—For. ....5096  
Lord Of The Files—90m.—For. ....5092

## M

Maniac—86m.—Col. ....5101  
Mary, Mary—126m.—WB ....5091  
McLintock—127m.—UA ....5112  
My Life To Live—85m.—For. ....5100  
Mill Of The Stone Women—94.—For. ....5104  
Monstrosity—67m.—Misc. ....5099  
Move Over Darling—103m.—Fox ....5115  
Muriel—115m.—For. ....5106  
My Son, The Hero—111m.—UA ....5095

## N

Naked Autumn—98m.—For. ....5115  
New Kind Of Love, A—110m.—Par. ....5090

## O

Of Love And Desire—97m.—Fox ....5090  
Old Dark House, The—86m.—Col. ....5102

## P

Pair of Briefs, A—90m.—For. ....5106  
Palm Springs Weekend—100m.—WB ....5105  
Paris Pick-up—90m.—Par. ....5114  
Pirate And The Slave Girl—86m.—For. ....5115  
Playgirls International—70m.—Misc. ....5115  
Please, Not Now!—76m.—For. ....5115  
Prize, The—105m.—MGM ....5114  
Promises! Promises!—75m.—Misc. ....5096  
Pyro—99m.—A-I ....5113

## R

Reach For Glory—89m.—Col. ....5093  
Resurrection—148m.—For. ....5107  
Running Man, The—103m.—Col. ....5094

## S

Siege Of The Saxons—85m.—Col. ....5089  
Small World Of Sammy Lee, The—105m.—For. ....5092  
Soldier In The Rain—88m.—AA ....5109  
Son Of Captain Blood—88m.—Par. ....5114  
Sound of Trumpets, The—90m.—For. ....5107  
Square Of Violence—96m.—MGM ....5098  
Steppe, The—100m.—For. ....5107  
Stolen Hours—100m.—UA ....5098  
Suitor, The—83m.—For. ....5107  
Summer Holiday—100m.—A-I ....5105  
Sword In The Stone, The—75m.—BV ....5097

## T

Take Her, She's Mine—98m.—Fox ....5102  
Terror, The—81m.—A-I ....5093  
Third Of A Man—80m.—UA ....5091  
3 Stooges Go Around The World In A Daze, The—94m.—Col. ....5089  
Thunder Island—65m.—Fox ....5098  
Tiara Tahiti—100m.—For. ....5116  
Tom Jones—113m.—UA ....5100  
20,000 Leagues Under The Sea—127m.—BV—RE .5098  
Twice Told Tales—119m.—UA ....5099  
Twilight Of Honor—104m.—MGM ....5094  
Two Nights With Cleopatra—80m.—For. ....5107

## U

Under The Yum Yum Tree—110m.—Col. ....5098

## V

Victors, The—175m.—Col. ....5105

## W

Walleyed Nippon—90m.—For. ....5104  
Wheeler Dealers, The—106m.—MGM ....5094  
Who's Been Sleeping In My Bed?—103m.—Par. .5114  
Who's Minding The Store?—90m.—Par. ....5114

## X

X—The Man With The X-Ray Eyes—80m.—A-I ..5093

## PLEASE, NOT NOW

(Continued from page 5115)

farce, excellently dubbed in English, is pleasantly risqué in spots, and, of course, features sex-pot Brigitte Bardot. The supporting cast is good looking as well as good and production and direction are okay. Occasionally, the screenplay by Claude Brule reverts to slapstick, but, on the whole, this is the kind of thing that Bardot fans enjoy. She is seen in her usual several undressed shots. The location shots are noteworthy. The musical accompaniment is likewise an asset.

AD LINES: "The Most Exciting Woman In The World In The Most Provocative Comedy Of The Year"; "Brigitte Bardot Romps Sexily In A Mad, Merry Romantic Comedy."

## Tiara Tahiti

Zenith International  
(Eastman Color)  
(English-made)

ESTIMATE: Fair program entry.

CASTS James Mason, John Mills, Claude Dauphin, Herbert Lom, Rosenda Monteros.

DRAMA  
100M.

Directed by William T. Kotcheff; produced by Ivan Foxwell.

STORY: In the aftermath of World War II, Lt. Col. John Mills is doing well, having climbed the military ladder by his own ability. He doesn't care to remember that he was once merely a clerk in a brokerage office, but reminded of it he is when Captain James Mason appears on the post. Mason was once his boss and a nephew of the company head. Mason is a success with the other officers in the regiment, and Mills finds that his authority and stature is undermined. Shortly afterwards, when he learns that Mason is going home on leave with some black market loot, he informs the authorities, and Mason is arrested, court martialed, and dishonorably discharged, unaware that Mills is responsible. Mason goes to the South Seas and settles in Tahiti, liked by others on the island and romanced by Rosenda Monteros, a native girl. Mills suddenly arrives on the island as the chairman of the board of a hotel operating corporation. He is investigating the possibility of erecting such an establishment on the island. Their meeting is an unenthusiastic chore as far as Mills is concerned. Meanwhile, unscrupulous merchant Herbert Lom is trying to figure out ways to get rid of Mason so that he can have Monteros for himself. Mills and Mason get drunk, and Mills confesses informing the authorities. They have a fight. Mean-

while, an assassin hired by Lom puts in an appearance after Mills leaves and tries to kill Mason, but is scared off. Mason is taken to the hospital where he recovers, but Mills is suspected and jailed. Mason deduces what occurred, blackmails Lom into giving him 50 per cent of his business, and eventually sees to it that Mills is freed and deported. All is serene on Tahiti, with Lom being the only unhappy one in the tale.

X-RAY: One of the neatest things to come across in this import is that Tahiti is a beautiful place, aided considerably by the Eastman Color film. Another item not as commendable is a slow-moving story, occasionally brightened by moments of flashing interest and comedy. Performances by seasoned veterans John Mills, James Mason, and the others are quite good, and direction and production are average. Mayhaps the "names" can help this over-long entry, and it could settle for a spot on the program. The screenplay is by Geoffrey Cotterell and Ivan Foxwell.

AD LINES: "Thrill To The Beauty of Tahiti In This Story Of Two Men And A Girl"; "Two Men—Opponents For Years—Decide To Settle Things Once And For All In Beautiful Tahiti."





DECEMBER 4, 1963 SECTION THREE  
Vol. 70, No. 22

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## "Yum Yum" Tree Blooms On N. Y.'s Broadway

All of New York City plucked promotional bonbons from "Under the Yum Yum Tree" as the Columbia comedy made its debut on Broadway with one of the biggest ballyhoo campaigns the Great White Way has seen in months.

Involved in the fanfare program set up for the opening at Loew's State and Trans-Lux 52nd St. Theatres are hundreds of pounds of candy distributed free in promotional envelopes along the main avenues of the city, thousands of buttons and stickers which turn "Yum Yum" into a household word, pert Yum Yum Girls with sandwich boards heralding the film's opening, antique cars cruising the city to tell of the film, tie-ins with five important book stores and giveaways of the Dell "Under the Yum Yum Tree" paperbound, distribution of free ties, keys, gifts, and phonograph records, and a dozen top store window displays and other promotional gimmicks for the film.

An enormous Yum Yum Tree was erected in the lobby of the Loew's State and patrons were given keys to open an impressive treasure chest in the lobby. In cooperation with the Yale Lock Co., more than 1,000 keys were circulated, 50 of which open the chest and warrant receipt of books, records, candy and apparel. Meanwhile, local television stations cooperated with promotional stunts making use of gigantic keys that tied-in with the plot of "Under the Yum Yum Tree."

Participating with Columbia Pictures in the sensational Yum Yum Day promotion on Broadway were: Barracini Candy Co., Barton Candy Company, Schreter Tie Co., Yale Lock Co., Colpix Records, Dell Publishing Co. and numerous fashion manufacturers whose special Yum Yum styles were shown on live models during opening day in the lobby and under the marquee of the theatre.

One of America's largest candy makers—The Mars Co.—has developed a special Christmas candy specialty called "Yum Yum Tree," which will be delivered to thousands of stores throughout the country between now and Christmas.

"Yum Yum Tree," the title of which is based upon the hilarious comedy, "Under the Yum Yum Tree," is a half-pound package of foil-wrapped chocolate creams in a box which contains a cellophane window shaped like a Christmas tree.

The new yule candy is receiving national advertising support from Mars and local tie-ins with "Under the Yum Yum Tree" being worked out between the candy company and the Columbia Pictures field force.

## Stars Spark Texas Premiere Of "Take Her, She's Mine"



James Stewart, star, 20th-Fox's "Take Her, She's Mine," is seen addressing the crowd from the reviewing stand in front of the Paramount, Abilene, Texas, for the recent world premiere of the film and parade.

One of the greatest world premieres ever staged in Texas made glorious history recently.

The concerted effort of Interstate-Texas Consolidated Theatres and Twentieth Century-Fox Pictures launched "Take Her, She's Mine" into an orbit that attracted nation-wide attention.

James Stewart and Sandra Dee, co-stars of the film, spearheaded a two-day celebration of premiere activities in Abilene, Texas, climaxed by a parade witnessed by 35,000 spectators.

The West Texas city probably will never be quite the same after the rip-roaring world premiere. "Take Her, She's Mine" was Abilene's first major world premiere and the city reacted with gusto. Police estimated that the crowd lining a dozen downtown blocks equaled a third of the total population of Abilene.

Abilene residents said the only comparable event in the city is the Christmas parade, but that this annual event has never matched the excitement and attendance of the movie premiere and parade.

The parade, including nine school bands (among which was the world famous Hardin Simmons College Cowboy Band), a half dozen groups of horsemen with several from neighboring counties, numerous cars and floats, passed in review in front of the Paramount Theatre. On a platform in front of the theatre were two stars of the picture, James Stewart and Sandra Dee, plus Mrs. Stewart, city officials, military officers from Dyess Air Force base and other visiting guests.

The premiere had been announced for the Paramount only, but the capacity of this house was sold out and arrangements were hurriedly made to open the nearby Queen Theatre to make it a double premiere showing.

Stewart and Miss Dee appeared on stage in both theatres before audiences that filled all the seats and packed all the standing room. Cactus Pryor, Austin, Texas radio-television personality, was master of ceremonies for the "on stage" program, which was enthusiastically received.

Stewart brought the audiences to their feet by playing "The Eyes of Texas" on an accordion as a finale. The premiere patrons joined in singing the University of Texas alma mater.

It was apparent from the moment the chartered plane, bringing the stars and other guests, touched down at Abilene Municipal Airport that the premiere was going to be

(Continued on page EX-551)

## Advance Ad Heralds "Victors"

A spectacular two-page advertisement for Carl Foreman's "The Victors" appeared in a Sunday New York Times, some two months before the Columbia Pictures release has its American premiere at the Criterion and Sutton Theatres in New York City.

Headlined, "This, we promise, is a film you will never want to forget," the attention getting double-page spread bore a bleed photograph across both pages of the tired squad of American soldiers, the conquering heroes who won the battles and the war, but lost something of themselves in the process.

The ad copy reinforced the headlined promise on the advertisement: ". . . with absolute confidence we are making you this promise:

1. In all your life, you have never seen a film like "The Victors."
2. "The Victors" is a film you will never want, or be able, to forget.

Finally we predict: In its uncompromising honesty, "The Victors" will be the most controversial film of this or any other year."

The multi-page advertisement announced that the American premiere of the film will be held on December 19 at the Criterion Theatre with a concurrent engagement at the Sutton in New York City. Other international openings of the film are also listed on the ad.



## Sponsored Shows

By M. B. Smith  
Vice-president, Commonwealth Theatres  
Kansas City, Mo.

*Editor's Note: (This treatise was rendered by Mr. Smith at the recent Theatre Owners convention in New York City. For the benefit of exhibitors everywhere, MOTION PICTURE EXHIBITOR is printing it in EXPLOITATION as a three-part article.)*

### PART TWO

#### (A SMALL TOWN STUNT)

A midwestern manager recently was visiting with the manager of a very aggressive radio station in his community! He was bemoaning the fact that business was too "hum drum," and something ought to be done by the community which would bring people into town—and boost sales with the merchants, and the theatre!

The radio station manager said, "I'll tell you what—you rent your theatre to me—give me a good family program, and run as many shows as necessary to take care of the people! I, in turn, will select a large group of merchants and we'll stage a "SHOP AND SHOW DAY" campaign, via radio—second to none!"

The radio station charged each merchant \$25.00 for participation in the campaign. About 40 merchants participated. The theatre was given half of the money—the radio station did all of the work. The station even purchased a special trailer on the theatre screen, and also created a lobby display at their expense.

Radio saturation was employed for the occasion—and it worked!

The theatre ran four shows to take care of the event!

The Chamber of Commerce estimated the event brought over 8,000 people out from the trade area. Every merchant offered special SALES DAYS bargains, and the group admitted it was a terrific sales day!

The theatre grossed twice its normal box-office gross in the concession stand!

If you have some large industrial firms in your town, with huge payrolls, you'll find this field is worth exploring. A lot of these firms have an EMPLOYEE COMMITTEE of some sort that deals with recreation and entertainment.

Even these groups are interested in producing extra revenue for their organizations, and they like very much (as a rule) to sponsor entertainment. This is especially true, if they can obtain a discount on tickets, and sell the tickets at regular prices, using the discount to build up their financial reserves.

One of your best approaches is to seek a way to present a special film program in "off hours" (during the day when you do not have a regular program), and let the organization sell tickets—or even better, let the industrial firm buy the program, and rent your theatre, and in turn, the organization employees bring their family, or send them FREE OF CHARGE.

This has been developed by many theatre managers into a huge event prior to the holiday season each year. Huge industrial firms, or huge sales companies, delight in finding something they can do in the holiday season which will be a treat for the families within that organization!

What better treat can there be than something along this line???

In a small midwestern town of 15,000, there's an automobile SPONSORED PROGRAM that has become a most profitable event through a period of several years. In

this case, the dealer sells CHEVROLETS. Each year, prior to Christmas, he prevails upon the theatre management to furnish him a series of three programs (in this case, each TUESDAY), which are shown at 10 a.m. and 2 p.m. and 4 p.m. (the latter time for the school children.)

He rents the theatre, and program for a very hefty fee—and SPONSORS THE PROGRAMS with his own advertising. The theatre does furnish a lobby display, and a screen trailer advertising the event.

The dealer buys a full page in the local paper announcing the programs. He also sends a pair of FREE TICKETS to anyone on his mailing list that does business with his firm.

In addition—he offers FREE TICKETS to anyone who will visit his show rooms prior to these showings in the theatre. The campaign covers a three-week period! This man uses this means to win friends and influence people—and he wishes them a merry holiday season in all of his advertising.

He and some of his staff help to service the crowds during these special shows—and a special trailer is used to introduce the feature attraction, wishing the audience a MERRY CHRISTMAS—and signed with his signature!

It has become a fantastic annual event—and a highly profitable one for the theatre management as well as the car dealer!

In the field of sponsored shows, we cannot refrain from pointing to MGM's "WORLD HERITAGE SERIES," or the six new classical musicals which are coming on the market for your use! In the smallest of towns, this kind of sponsored show can be a remarkable thing. Getting the "right club" or "the right people" to sell tickets for a series of pictures.

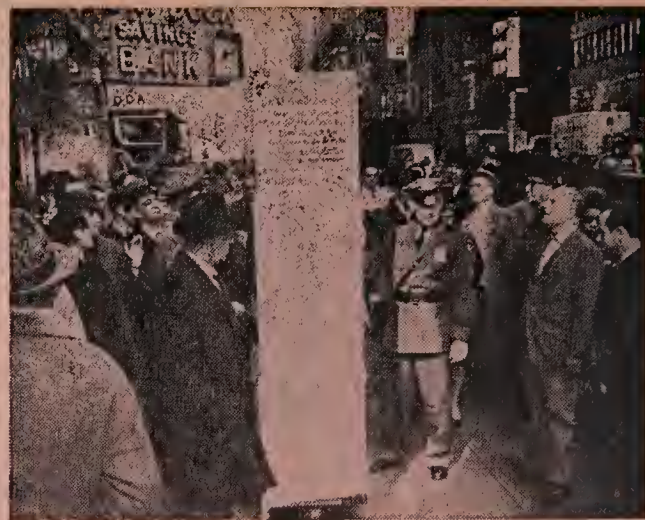
It is a good thing to prepare a special "flyer" or folded herald which describes the pictures, the policy, and et cetera. A managerial endorsement on the face of the flyer might be worthwhile. We would suggest copy for this along the following lines:

I'm a movie man who loves movies and loves the movie business. But, I'm unhappy about one phase of my business . . . and that's my inability to get an audience for certain superior motion pictures.

From time to time we get pictures with unknown players and unappealing titles which "don't sound good" to the general movie going public. Yet, in this city there are many discriminating people who would love and enjoy these pictures. Reaching these people is a real problem.

I'm trying an experiment. I'm running a series of these pictures to see if I can develop an audience for superior attractions that for one reason or another do not have mass appeal. This explains why you received this little message. I'm hoping it will bring the "right" people to the "right" picture!

(Part Three of Mr. Smith's treatise will appear in the next issue of EXPLOITATION.)



Paramount Pictures recently turned New York's garment center into a showmanship paradise for "A New Kind Of Love," DeMille and Coronet theatres.

## "A New Kind Of Love" Sold In N.Y. Garment Center By Paramount

Melville Shavelson's "A New Kind of Love," set in the fashion capitals of New York and Paris, introduced a new kind of showmanship in New York's garment center recently as Paramount Pictures launched an unusual street ballyhoo in conjunction with the opening of the Technicolor comedy at the DeMille and Coronet Theatres.

The Paramount advertising-publicity department took one of the movable pipe racks used to transport clothing down busy midtown streets and completely covered it with drapes and signs in English, Yiddish, Spanish and Italian. Two uniformed Pinkerton guards accompanied the display as it was pushed through the garment area to spur thousands of workers of varied ethnic backgrounds into going to see "A New Kind of Love" to catch a glimpse of the "top-secret" fashions that were supposedly hidden underneath. To further attract attention to the display, a hidden portable phonograph played Frank Sinatra's recording of "A New Kind of Love."

In three days of touring the crowded business area, it is estimated that over 750,000 people saw the "A New Kind of Love" display.

## Mattress Tie-Up For "Store"

A giant merchandising tie-up on the new Jerry Lewis comedy, "Who's Minding the Store?", highlighted by a high-budget advertising campaign in national magazines, newspapers and on radio and television, has been set by Paramount Pictures with the Sealy Mattress Company.

A two-page spread in *Life*, a page in *Look*, specially prepared radio and television spot commercials, store and window displays, standees and other accessories are all included in the campaign. Paramount and Sealy representatives throughout the country are working together to set local tie-ins.

## Luggage Tied-up With "Affair"

An international promotion tie-up has been made for MGM's "A Global Affair," starring Bob Hope, with American Tourister Luggage. The campaign will include full-page color national magazine ads, newspaper ads and point-of-sale posters.

Key photo shows Hope standing in front of the United Nations Building, locale of the Seven Arts-Hall Bartlett comedy.





Some of the entries in the "Me and My Dog Show" held recently by F. Morray, Odeon, Wimbledon, England, in connection with a "Dog Film Festival" for the theatre's Boys and Girls Club.

## TEXAS PREMIERE

(Continued from page EX-549)

something different. There were several hundred fans at the airport and several thousand at the nearby Public School Stadium where both stars made brief talks.

The City of Abilene, officials and citizens, with the full cooperation of the officers from nearby Dyess Air Force Base, part of the Strategic Air Command, went all-out to fill the 30-hour premiere schedule with luncheons, dinners and other entertainment.

These included a cocktail dinner dance hosted by the Westwood Club. Premiere headquarters was at the new downtown Hiway House Hotel.

Stewart perhaps summed up his own reaction and that of Miss Dee and visitors such as Jonas Rosenfield, Dallas-born vice-president of publicity-advertising for 20th Century-Fox, when he said from the Paramount Theatre stage that "this is the greatest day in my life; nothing like this has ever happened to me before."

The audiences at both the Paramount and Queen Theatres, perhaps, summed up the reaction of Abilene to the premiere by giving the picture a standing ovation at its close.

Stewart and Miss Dee were on stage with Pryor in the same program in the Palace Theatre in Dallas and the Worth Theatre in Fort Worth Wednesday night, in San Antonio at the Majestic Theatre Thursday night and in Houston at the Metropolitan Theatre Friday night. While in Houston, the stars had lunch with the astronauts at the NASA base.

Amusements editors, columnists, television news cameramen and radio personalities from Dallas, Houston, San Antonio, Fort Worth, Austin, El Paso, Amarillo, Wichita Falls, Waco, Tyler, Brownwood, Eastland, Tulsa and Oklahoma City converged on Dallas where they met Stewart and Miss Dee at a press cocktail party and buffet. A chartered plane took the party of more than 40 to Abilene for the two-day premiere festival.

Premiere coverage in the Abilene Reporter-News and on KPAR-TV, KRBC-TV, KWKC, KRBC and KNIT was tremendous. The Reporter-News publicity breaks included nine front pages and nine front pages of the second section with stories and photos. There were more than 40 publicity breaks in the newspaper. Free time, including news coverage and interviews, blanketed the Abilene area via television and radio.

# British Activities

By Jock MacGregor

A. G. Cattell of the ABC, Torquay, South Devon, purred with content when he found that the film correspondent of the Herald Express introduced his review of "Heavens Above" with the banner headline—"The Best Pictures, As Always, Pull in the Crowds." He submitted the full spread which began: "The picture going public—there are still some of us left!—are, unlike some tv fans, difficult to please. Even the recent wintry weather has not forced them into the cinemas irrespective of what has been showing. But good family entertainment still 'pulls them in' and most South Devon Cinemas have been pretty busy. It is years since I have heard so much praise for the film industry. But with offerings of the calibre and variety of 'The Great Escape,' 'Heavens Above,' 'Mutiny on the Bounty' and, for those who like that kind of thing, 'Doctor in Distress' now showing, it is no wonder that the public are satisfied. There will always be a minority to patronize third rate horror and sordid films but the really consistent money makers are the good shows. As it happens they are all new releases, but I expect they will continue to draw the crowds when they turn up within the next few weeks at the smaller independent cinemas. And proof that a fine film, however many times it has been shown in the area, will always be more successful than a shoddy 'pre-release' was provided earlier this month when the Tudor (a nice cosy little place) had a seven day run of 'The Wrong Arm of the Law'—and did excellent business. Peter Sellers, is, of course, the star attraction this week in 'Heavens Above' at the ABC and I confidently predict that this film too, will be screened many more times in South Devon before it stops making money."

Scrolls of Chivalry, signed by "Lancelot and Guinevere," were provided by Lee C. Prescott, of the Odeon, Bury Lanes, as part of "Bury's Own Chivalry Week" which he devised to mark the screening of the Universal-International release. Through the local press he invited adults to report acts of exceptional courtesy or chivalry by teenagers towards members of the community. Thirty-one nominations were received. In addition to the specially printed Scroll of Chivalry on which names were inscribed individually, winners received passes to see the film. The press and word of mouth were exceptional for a stunt.

F. C. Murray of the Odeon, Wimbledon, staged something new in the way of film festivals to put over his boys and girls club—a dog film festival. This was spread over several weeks. On the first Saturday, a short, "A Star is Made"—the true story of the training of Junea, a Great Dane, to become a film artist—was shown followed by the personal appearance of Junea. On the second, "Leading Lady" was shown. This deals with the training of guide dogs for the blind and was followed by a demonstration of guide dogs on the stage. Cartoon films about dogs and a police dog trainer putting 20 champions through their paces made up the third program. On the last Saturday a "Me and My Dog" show was held for members' pets at the theatre. The BBC filmed the festival for tv.

In conjunction with the regular showing of "The Son of Captain Blood," H. T. Bolton of the ABC, Woolwich, invited ABC Members attending the Saturday morning show to wear pirate costume. Prizes were promoted and the contest was covered editorially and pictorially over two weeks in the Kentish Independent.



This display in Brussels department store window was one of series of tieups promoting 20th-Fox's "Cleopatra" in the Belgian city. This window and others was a collaboration with Maldenform bras.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.



## THE EXHIBITOR'S EXPLOITATION EFFORTS

ED SHERBEYN, manager, Fine Arts, Dallas, Texas, with the assistance of Dick Empey, assistant advertising-publicity director, Trans-Texas Theatres, and Bill Lewis and Tobby Woods, Columbia Pictures, recently created much excitement with a contest used on radio station KLIF for "In The French Style." In addition to 40 gratis spots devoted to the contest, extra publicity was received because the station used many promo's in advance of the contest. The contest consisted of . . . "In 25 words or less tell why you would like to spend an evening in Dallas 'In The French Style.'" Out of the many contestants, Mrs. Carol Gill was selected the winner. The day and evening of her 'In The French Style' was as follows: Arrangements were made for an appointment with Henri, one of the leading hair stylists in Dallas, for a specially designed and created hair style; she was provided with a chauffeured Cadillac limousine through the courtesy of Earl Hayes Car Rental; and this was at her disposal from the time of her appointment with Henri and throughout the balance of the day and evening; an orchid was delivered to her home prior to the evening's festivities; reservations were made at the new fabulous Dominique Restaurant for Mr. and Mrs. Gill for an early dinner; after dinner they attended a showing of the film at the theatre, at which time they were presented a cosmetic bag, shoulder bag and French perfume by Bill Osteen, assistant manager, through the courtesy of Air France; and after the show they had reservations to attend a late dinner enjoying the floor show at the Bon Vivant Club in the Cabana Motor Hotel. A baby sitter was provided for the entire day and evening. In addition, a wine tasting party was held prior to playdate at the Dominique Restaurant with 500 engraved invitations sent out and the event covered by the press, radio and TV. Everyone received gratis wine. For street bally a bannered Renault was driven around town during rush hours, and parked in front of the theatre the rest of the time. Window displays were obtained in book store windows, travel agency window, Air France, and Irvy Mayes Man's Shop at the Statler-Hilton. All windows were complete with stills, signs and complete playdate information.

RON J. CRABB, manager, Ritz, Nuneaton, England, reports that a road safety contest for his ABC Minors snowballed into quite a big project. At a meeting with the Nuneaton Home and Road Safety Council I proposed a Road Safety Signs Competition which unanimously approved. 1,500 contest forms were printed and distributed to Minors who were invited to complete six incomplete road signs, color them and name a place in the district where each was to be found. A prize of ten shillings was awarded for each of the eleven age groups between five and 15 years plus a one pound premium bond for the most outstanding entry. The response was so terrific that over five hours were spent by the Home and Road Safety Council and myself judging the entries. An approach to the editor of the Nuneaton Evening Tribune resulted in the securing of valuable space in the "Uncle Colin" column plugging the contest which I put over with stage and foyer announcements. Tremendous enthusiasm was whipped up. With Russ Conway, the pop pianist and composer, appearing at nearby Coventry, an approach was made for him to



Bill Osteen, assistant manager, Fine Arts, Dallas, Texas, is seen with Mr. and Mrs. Gill, winners of an "In The French Style" contest held in connection with the showing of the Columbia release.

visit the Ritz and present the prizes. He was most co-operative and extremely keen to participate. His acceptance made good press copy and added to the enthusiasm of our Minors. A big reception awaited him at the theatre from the crowds of fans that had congregated from as early as 8:30 A.M. outside. It was nothing compared to the reception he got from the 1,300 minors inside. Each girl prize winner received an extra prize from Russ—a kiss and how they loved it! Monitor Susan Green, one of the winners was chosen to make him an honorary ABC Minor and presented him with an outside badge suitably inscribed "Uncle Russ." After the prize giving and Russ had posed for press photos, a reception was held in my office and attended by the Mayor and Mayoress, the chief superintendent of police, the editors of the local papers, members of the Home and Road Safety council and the ABC district manager, J. G. Lindsell.

BOB ANDERSON, manager, Sameric Theatre's King, Valley Forge Shopping Center, King of Prussia, Pa., recently held a most effective "V.I.P." contest for the MGM feature. This was in the nature of "Who Is Your Very Important Person?" and was tied up as follows: Dell Pocket book distributor was contacted and promoted for 10 copies of the "V.I.P." book; MGM Record distributor was tied up for 10 copies of the recording of the "V.I.P. Theme"; W. T. Grant's local manager was contacted and promoted for the grand prize, a portable television set. The entire package was presented to the "Valley Forge Life," a strong local weekly newspaper with a direct mail circulation of nearly 15,000. The contest was offered to them as their own feature and resulted in a full page ad which gave prominent space to the feature film. 20 passes to see the film were also included as prizes. The net result was three weeks of full page newspaper promotion, two weeks ahead of opening and one week on the second week of the engagement.

BILL KANEFSKY, manager, Walter Reade-Sterling's Community, Barclay Farm, Cherry Hill, N. J., has reverted to the Saturday afternoon amateur contest, open to children of all ages, as an eight week business stimulator. He got off to a fine start with a write-up in the local Haddon Gazette, Haddonfield, N. J., with a two column photo, which explained that semi-finals and then finals to select the one winner would be held with auditions held on Monday afternoons. Over 60 performers were chosen to participate with the first show offering a jazz ballet, guitarist, accordionist, singer and a magician.

## Elke Sommer To Make P. A. Tour

Elke Sommer, who makes her Hollywood motion picture debut in Metro-Goldwyn-Mayer's "The Prize," will return from her native Germany shortly to begin preparations for a nation-wide public appearance tour in behalf of the film.

Beginning November 18th, Miss Sommer will fulfill extensive newspaper, radio, television and public appearance commitments in Chicago, Kansas City, New Orleans, Memphis, Charlotte, Detroit, Pittsburgh, Boston, Philadelphia, Washington, D. C., and Baltimore. When additional cities, now under consideration, are added to the itinerary, Miss Sommer's tour will be one of the most extensive ever undertaken by a Metro-Goldwyn-Mayer star.

As a result of her work in "The Prize," now scheduled for Christmas and New Year's release, Miss Sommer has been signed by Metro-Goldwyn-Mayer for three additional pictures.

**For Theatre-  
Tested and Approved**

**THEATRE  
FORMS  
AND  
SYSTEMS**

**write to  
Exhibitor  
Book Shop!**

**Actual sample sheets  
of all "Plus Services"  
will be sent on written  
request**



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## EQUIPMENT WANTED

WANTED, USED BOOTH EQUIPMENT. Will dismantle. Write BOX 262, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## FILMS WANTED

WANTED: 35mm and 16mm prints, negatives, trailers, posters, pressbooks, etc. on 1934 feature "THE SCARLET LETTER" starring Colleen Moore. SIGNATURE FILMS, 2120 Cross Bronx Expressway, Bronx, New York 10473.

## FOR SALE

GENERATOR, Imperial, 220 volt, two phase. You remove, Phila. area. \$40.00. BOX 263, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## RECORDS

JON BRENT'S "PLAZA THEATRE ORGAN OVERTURES," Monaural \$4.00, Stereo \$5.00, postpaid. Alpha Records, 5965 West Blvd., Los Angeles, Cal. 90043.

## 16MM FILMS

16MM FILMS FOR SALE. A. B. HEMBREE, 276 East Twelfth Street, Cookeville, Tenn.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

## THEATRES FOR SALE

MODERN 600 seat theatre, Littlestown, Pa. Reason—blindness. Inquire CARL F. HERMANN, 70 N. Atherton Ave., Kingston, Pa.

SELL-RENT. Strand Theatre, Bangor, Pennsylvania. Retiring. Inquire STRAND, Bangor, Pa.

FOR SALE: Lake Theatre, brick and steel, stereophonic sound, 36' screen, 380 seats. Three apartments and beauty shop rentals. OTTO SORENSEN, Powers Lake, N. D.

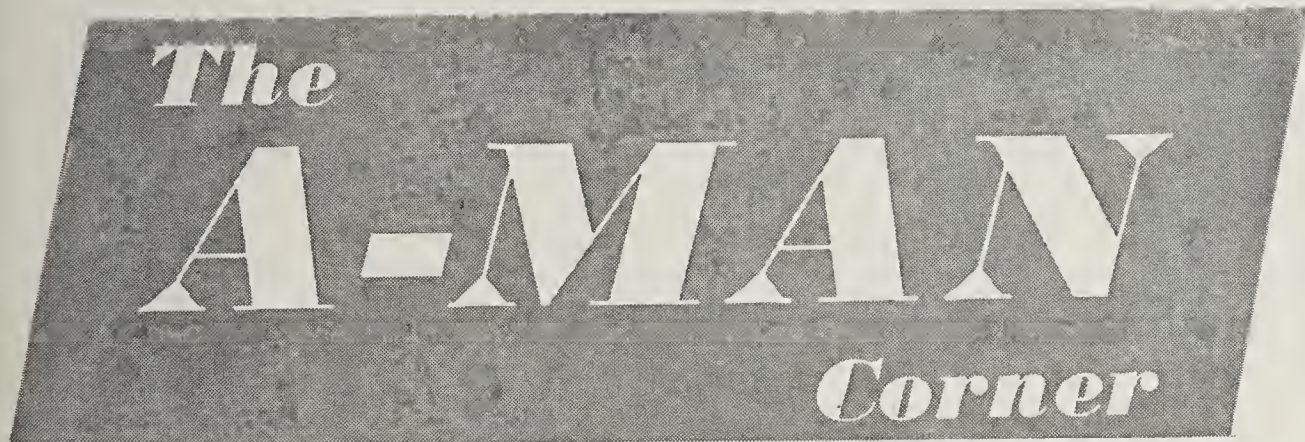
## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

## For FORMS and SYSTEMS...BOOK SHOP



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: Pramation and explaitation manager with art theatre experience far small circuit, Southen California. BOX B124, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

HARD-HITTING THEATRE MANAGER. available. Alaska \$400 week. 46 states \$300 week. Southen California, Hawaii, Florida \$199 ar negotiate. Write far interesting, unusual résumé. BOX A124, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE MAN AVAILABLE: 21 years in management and publicity. Seeking job as division or city manager. Organizations laoking for Yes Men — laak elsewhere. BOX A1120, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

IMMEDIATE OPENINGS far experienced managers. (Warking managers only need apply). Must have references, ambition, and be bandable. Send camplete résumé, and photo first letter. ARMSTRONG CIRCUIT, INC., P. O. Box 337, Bowling Green, Ohio 43402. (1120)

MANAGER AVAILABLE. 11 years experience. All phases. Farmer tap circuit city manager, left ta operate awn theatre. Best references. Callege background. Contacts wanted. BOX A1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGERS—Expanding circuit, eastern Pennsylvania, needs experienced men. Excellent appar-tunity, drive-in ar conventional. Send complete résumé, references, recent snapshot and salary requirements. Replies strictly confidential. Write PERSONNEL MGR., P. O. Box 255, Spring House, Pa. 19477. (1120)

ART THEATRE top caliber manager desires pasitian. Baxaffice banus with know-haw experience. Long Island, Nassau Cauntty residence. BOX B1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE MANAGER available. 25 years experience, excellent references, completely bandable. Familiar with both city and suburban aperations. Prefer Bastan ar New England area. BOX C1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Experienced theatre manager far a can-ventional theatre in average sized city in Can-necticut. Please give age, experience, references, etc. BOX D1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

PART-TIME MANAGER wanted. A couple af even-ings and weekends only. Apply S. HORWITZ, Tuxe-do Theatre, 3050 Ocean Parkway, Brooklyn. ES 2-1111. (1127)

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name .....

Title .....

Address .....



☐ Enclosed ☐ Or bill me

☐ \$2.00 for one year

☐ \$3.50 far two years

☐ \$5.00 far three years

(Outside Western Hemisphere)

☐ \$5.00 ane year

☐ \$8.00 two years

☐ \$11.00 three years

CLIP and MAIL TODAY TO

317 N. Braad St., Phila., Pa. 19107

Address all Correspondence to— **The A—MAN Corner**

{ Motion Picture Exhibitor  
{ 317 N. Broad St., Phila., Pa. 19107



# "THE CRITIC" LEADS THE WAY FOR COLUMBIA'S GREAT SHORTS PARADE!

The funniest short of the century!

## "THE CRITIC"

Directed by Ernest Pintoff

A hilarious  
New Look at  
Modern Art as  
seen through the  
way-out eyes  
of Comedian  
Mel  
Brooks

A COLUMBIA  
PICTURES RELEASE

**SPECIAL RELEASE**

**SPECIAL**

## COLOR FEATURETTES:

SONG OF LONDON · SWISS WATER PARADISE  
ITALY'S WONDERFUL SARDINIA · RETURN TO THE WILD  
ENGLAND'S MAGICAL LAKELAND

## COLOR CARTOONS:



12

LOOPY  
de LOOP



MR. MAGOO

8

COLOR FAVORITES

15

LIVE FUN!

ONE REEL  
SPECIAL!

CARTOON FUN!



**THREE STOOGES  
SCRAPBOOK**

**BRAND NEW!**

FOR THE FIRST TIME  
IN COLOR!

6

COMEDY  
FAVORITES

6

CANDID  
MICRO-  
PHONE

6

ASSORTED  
FAVORITES

**SERIALS:**

Captain Video  
Wild Bill Hickok  
Jungle Raiders

## THE SPECIAL HOLIDAY ATTRACTION

(ESPECIALLY FOR CHRISTMAS)

LITTLE STAR  
of BETHLEHEM



—and also  
these greatest of all  
knockabout comics,  
THE THREE STOOGES,  
in 8 of their most  
hilarious two-reelers.



MOTION PICTURE

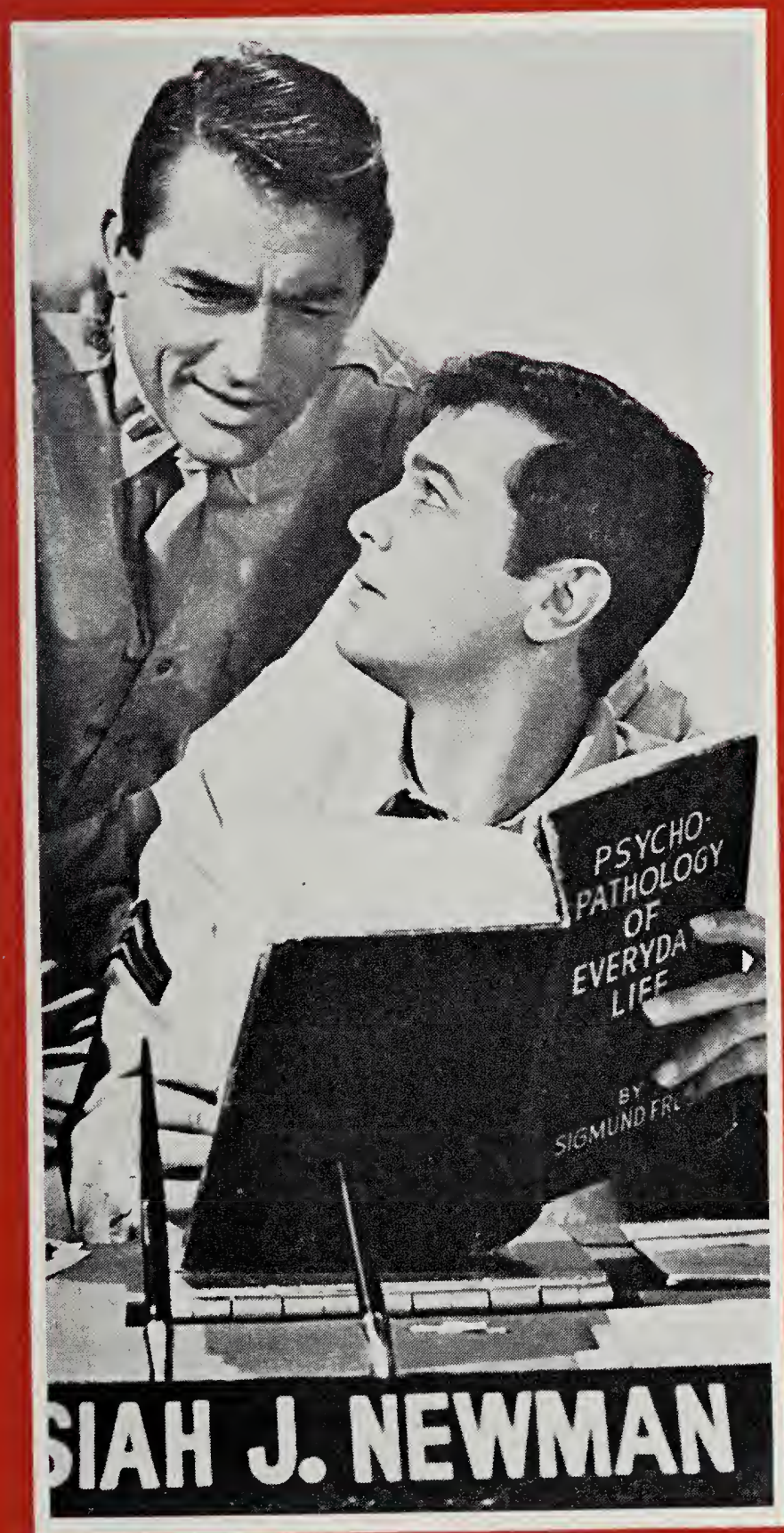
# EXHIBITOR

DECEMBER 11, 1963

Volume 70

Number 23

IN TWO SECTIONS • THIS IS SECTION ONE



## Court Approves UATC Merger Plan

(See Page 5)

## Foes Of Pay-TV Prepare Fight

(See Page 6)

Gregory Peck and Tony Curtis in a scene from Universal's heart-warming comedy-drama, "Captain Newman, M.D.," sure to be a top crowd pleaser in the New Year, beginning with its world premiere at Radio City Music Hall, New York.

**THE VINEGAR OF LIFE . . .** see editorial—page 3



# BEWARE THE EYES THAT PARALYZE!!!

The  
"EYES"  
have it  
for  
JANUARY!

METRO-  
GOLDWYN-  
MAYER  
presents  
A LAWRENCE P.  
BACHMANN  
PRODUCTION  
Starring  
IAN HENDRY

## CHILDREN OF THE DAMNED

With  
ALAN BADEL · BARBARA FERRIS · JACK BRILEY · BEN ARBEID · ANTON M. LEADER

Screenplay by

Produced by

Directed by

**ALL  
NEW**

from  
the makers  
of "VILLAGE  
OF THE  
DAMNED"

Another  
excursion  
into  
Terror  
Supreme  
and

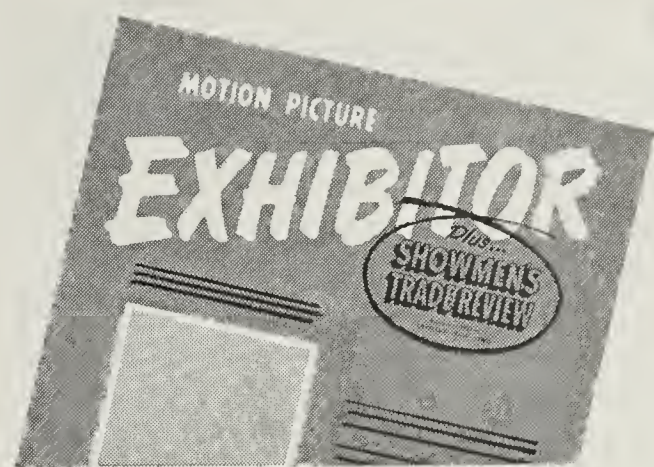
**PROFITS  
GALORE!**

M-G-M IS ON THE MOVE!



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecck, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 70 • No. 23

DECEMBER 11, 1963

## THE VINEGAR OF LIFE

CRITICS ARE A MIGHTY INTERESTING BREED. Over a period of many years, we have made it our business to study them and to try to find out a little bit about what makes them tick. Make a study yourself and see if you don't come to somewhat the same conclusions.

It is a valuable aid if an exhibitor knows his local newspaper critic socially as well as professionally. Generalizations are always dangerous, but here are a few of the things we have noticed over the years. The critic who is constructive and who seems to think in terms of what he can do to aid his reader rather than sounding off in clever and brittle prose seems to have a pleasant outlook on life. When he meets industryites and the public, he smiles.

On the other hand, the critic who slam-bangs every picture finds fault generally with other things as well. His disposition is sour; he almost never smiles; and he acts as though he

considers himself far above the rank and file.

We might add as well, based on our own observations, that this latter type also seems to feel that his job is beneath him. He goes through life as though waiting to be tapped on the shoulder by the publisher of some huge New York paper. Of course, this call to fame and fortune never comes, and that just adds to his general ill humor.

These are the gentlemen that seem totally unable to review a film favorably unless it is so far above mass audience that only the super-intelligent critic can make sense out of it. Otherwise, their review is colored by the vinegar of their daily life, and the reward for their vitriol is at best an ulcer.

As we said, it pays to know your critic. That knowledge may explain some of the vicious attacks on films which the public later greets with wholehearted and well merited approval.

## DIRECT MAIL IS SPOTTY

EVERY DAY, the mailman unloads quite a bundle on our desk. This is an act, of course, that is repeated in business offices and homes all over the country. In many places, the act of getting through the mail is one of the most important and time consuming of the day.

We've been opening mail for a good many years, and during that time we have been aware of a growing suspicion that has now become a nagging doubt. The cause is not hard to locate. It is right beside our desk where the wastebasket stands. Like all Americans, our mailbag is full of various direct mail solicitations, and these generally wind up in that circular file after only a cursory glance. This daily discard leads us to wonder just how valuable direct mail selling really is.

Now we have been joined in that wonderment by The News-Observer, a business magazine. This publication reports in a recent issue that North American businessmen are puzzled by the fact that newspaper and magazine advertising have shown their strongest pull in the year's last quarter, but direct mail advertising results have been spotty, to put it mildly.

If we keep in mind the fact that direct mail results are judged on the basis of expected returns from a tiny percentage of those persons solicited, the apparent failure of this advertising medium takes on even greater importance. Perhaps the law of diminishing returns is having its effect. Perhaps the stream of direct mail has become such a flood that unwanted solicitations are getting even less attention than usual.

It all points up the fact that there really are no advertising short-cuts. Sure there are some things that can be sold well via direct mail, but there are also many products that can't be sold at all in this manner. It calls to mind the efforts of the so-called pollsters, who offer to determine (for a consideration, of course) just what the public thinks of this and that. We have questioned their activities in many areas and have marveled at how easily some people are separated from their money and their common sense.

There is no medium developed that can take the place of newspapers, radio, television, and magazines when it comes to effective advertising.

Naturally, that includes trade magazines, too.

## FAST BUCK BOYS, TAKE NOTICE

THE HOLIDAY SEASON this year comes in the wake of a great tragedy for the free world and furnishes a double reason for reflection and self-examination. William H. Mooring, prominent film reviewer in Catholic publications, raises a point that merits the attention of every man in our industry. He writes:

"Movies and tv are not wholly accountable for the in-

creased lawlessness, secularism, and materialism that torture our times. But every movie and tv creator shares tremendous opportunity and responsibility to utilize these 'remarkable inventions' to arrest, not assist, the downward trend."

This is as good a resolution for the New Year as any we have ever seen. Fast buck boys, please take notice. This is a responsibility that can't be ignored.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Gold Bands

Michael F. Pilley, film-drama-art critic of the Albany, N. Y., Times-Union, married Mrs. Hazel D. Van Aernam, owner of a local record shop. An Englishman, Pilley worked on London, Montreal, and Bermuda papers before coming to Albany.

### Obituaries

Thomas B. Barron, husband of Loew's Theatre's home office cashier, Mrs. Mae Barron, died in Jackson Heights, N. Y.

Mrs. Dorothy Donnell Calhoun, 74, former west coast editor of Motion Picture Magazine and Motion Picture Classic, died at Bath, Maine.

C. H. Edwards, 53, civic leader and businessman in Hopkinsville, Ky., died there after an illness of several months. He formerly was associated with Crescent Amusement Company some 20 years as manager of theatres.

James G. Immerman, son of the late vice-president of Balaban and Katz Circuit, Chicago, died. Surviving are his wife, a daughter, and a brother.

Charles Zagrans, veteran distribution executive, died suddenly in Philadelphia. He was chief barker of Variety Club Tent 13, and district manager, Embassy Pictures. Formerly, he was branch manager for RKO Pictures, and headed his own independent distribution company. He is survived by his wife, two daughters, a son, two sisters, and seven grandchildren.

### Need A Ride?

NEW YORK—All those who wish free transportation from New York to West Paterson, N. J., for Allied Theatre Owners of New

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., DEC. 9

## Mich. Allied Discusses Many Industry Matters

DETROIT—A well-attended December meeting of the board of Michigan Allied took place at the Sheraton-Cadillac Hotel. Matters covered and acted upon were:

Initial plans for the Allied States 1964 convention, which Michigan Allied will host next October.

Minimum wage legislation comes up again in January in Lansing. Ways and means of obtaining exemption for theatres from the impending law were advanced.

The spreading rash of 16mm, and distribution attitude was discussed, it was learned. But details and methodology were not released.

Recently, Michigan Allied won a battle against imposition of a demand charge for water used in establishments with non-recirculating air conditioners. Counsel David Newman told the board that within 60 days Detroit would repay 48 theatres involved the sum of \$200,000, and noted that the annual saving obtained by proving the charge illegal in the courts would be \$100,000.

The board then moved that the organization lead the campaign in this area to secure contributions for the campaign being waged in California to combat pay-tv.

A letter and resolution commending Edward L. Hyman for his efforts toward orderly distribution was read, authorized, and sent to him.

Jersey's annual beefsteak dinner tomorrow (Dec. 12) are urged to call the organization's New York office, PLaza 7-8474, at 165 W. 46th St.



## BROADWAY GROSSES

### "Charade" Brings Good Cheer

NEW YORK—Christmas came early to Radio City Music Hall as Universal's "Charade" opened to record business. The DeMille closed for refurbishing for Columbia's "The Cardinal." Elsewhere, business was about average for this time of year.

According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"TWILIGHT OF HONOR" (MGM). Paramount claimed the fourth week was \$14,000.

"CHARADE" (U). Radio City Music Hall, with holiday stage show, opened to \$116,902 for Thursday through Sunday, with the first week sure to hit \$180,000.

"HOW THE WEST WAS WON" (MGM-Cinerama). Loew's Cinerama announced \$25,000 for the 37th week.

"IT'S A MAD, MAD, MAD, MAD WORLD" (UA-Cinerama). Warner Cinerama stated the third week was \$40,600.

"LILIES OF THE FIELD" (UA). Astor did \$14,000 on the first week of move-over in the "Showcase" policy.

"WHO'S MINDING THE STORE?" (Paramount). Victoria stated the second session was \$14,000.

"TAKE HER, SHE'S MINE" (20th-Fox). Criterion announced \$12,000 for the fourth week.

"CLEOPATRA" (20th-Fox). Rivoli said the 22nd week was \$27,000.

"SOLDIER IN THE RAIN" (AA). RKO Palace claimed the second week was \$18,000.

"UNDER THE YUM YUM TREE" (Columbia). Loew's State tallied \$23,000 on the third week.

### Brandt-Dreier Add Seven

NEW YORK—Harry Brandt, prominent theatre owner, in association with Sidney Dreier, will take over the operation of seven motion picture theatres in the Bronx, formerly operated by the Julius Joelson Circuit, as of Dec. 15. Theatres involved are the Luxor, Earl, Ascot, Kent, Park Plaza, Surrey, and the 167th Street.

Brandt is president of the Independent Theatre Owners Association and was named Showman Of The Year at the National Allied Theatre Owners Convention, held at the Americana in New York last month. Dreier is a veteran theatre operator.

### "West" At \$17 Million

NEW YORK—The MGM Cinerama production of "How the West Was Won" has grossed \$17,000,000 in 60 roadshow engagements throughout the country as of Nov. 30. The lavish all-star production has passed the \$1,250,000 mark in box-office grosses in both Los Angeles and in New York, where the film is playing at Loew's Cinerama. Other impressive grosses include \$1,000,000 in San Francisco at the Orpheum; \$750,000 at Denver's Capri and Detroit's Music Hall; \$600,000 in Minneapolis at the Cooper; and \$500,000 at Washington's Uptown.



Jack L. Warner, president, Warner Brothers, recently cut a "My Fair Lady" cake at a press luncheon in New York for film of which he is producer. Celebrating with Warner are, seated, Moray Goldstein, Warner Bros. vice-president and general sales manager, left, and Michael Burke, vice-president, development, CBS, right, and, standing left, Wolfe Cohen, president, Warner Bros. Pictures International Corp., and Benjamin Kalmenson, right, executive vice-president of Warner Bros.



# USIA's Stevens For Creativity

Tells Council of Churches  
Films Coming Of Age Here;  
Says Americans Do Not See  
Real Influence Of Films

By Al DeProspero

*It is the serious American filmgoer who makes possible a "David and Lisa." He demands intelligence. He confirms his support with a ticket purchase, and thereby an important shift takes place. Financiers now say to film makers, "Can you give me a David and Lisa?" No longer is the old rule absolute—"Who's in it? I never heard of him." They now are inclined to ask: "What's it about? What does it say?" And the cinema has taken a step forward. It is a matter of the support for what is good being more effective than the assault upon what one deems bad.*

Spoken by George Stevens, Jr., Motion Picture Service director, U. S. Information Agency, Dec. 2, 1963, before a gathering of members of the National Council of Churches in Philadelphia, Penn.

*In the United States motion pictures are too widely considered to be solely a care-free diversion, not worthy of serious examination.*

Moscow—last summer. Stevens tells the gathering of men and women of the Council how he walked into the Lenin Sports Arena with Stanley Kramer and Sidney Poitier for a showing of "The Defiant Ones."

*Once the film came onto the screen it was evident that this was to be an extraordinary experience. A line in the film, previously considered unimportant, suddenly took on great dimension. Tony Curtis, a Negro-hating escaped convict handcuffed to his fellow prisoner, Nergo Sidney Poitier, says, "The trouble is we spend all of our life not saying anything, we wait until we die before we shout." This line translated into Russian evoked a spontaneous applause from this vast audience (8,000 were there). Thereafter throughout the film, we found a people responding with passion to a motion picture which dealt with individuals overcoming their suspicions and their hatred for one another. At the conclusion of the film, the 8,000 Soviet citizens burst into applause, and when Mr. Poitier stood to acknowledge their appreciation, the entire audience swarmed to the side of the arena where he stood. They applauded for fully five minutes, and looking into the eyes of these people we saw young and old with tear-stained faces. We realized that here stood a group of people who had, in Carl Sandburg's words, been "brought to tears by way of drama"—affecting the deepest roots of their personalities.*

Stevens had been asked to speak on the effect of American motion pictures overseas—he left his topic and plunged during much of the speech into a critique of irresponsibility connected with the American motion picture industry.

## New Introduction Added To Kennedy "Rights" Trailer

NEW YORK—A new introductory title will be added to COMPO's Bill of Rights trailer, it was revealed by Charles E. McCarthy, COMPO executive vice-president.

The new title will read: "With respect to the memory of our late President, we present a message he delivered for the theatres of America shortly before his death."

The new title will be added to each of the 780 prints now being distributed by National Screen Service. Following this title there is a picture of the White House, which fades into another title reading "A message from the President of the United States." This in turn fades into a closeup of Mr. Kennedy.

*Unfortunately, expressions stemming from . . . the most vocal individuals on the subject of films . . . most often bear only the views of the extremes. These views range from those of the outraged citizen who says: "Movies are a distortion of American life and should be prohibited from export"—a call for censorship—to the manufacturer of films who says: "The public knows what it wants . . . my job is to give it to them," thereby claiming relief from the responsibility for decency and good taste.*

On the maturity of the American industry and its public:

*Do we in America regard films as seriously as we should? I believe the answer is clearly "No, we do not." Elsewhere in the world, the film medium is regarded in different terms, and I think it well for Americans to be aware of some of these attitudes. Chairman Khrushchev: "By its force of influencing the feelings and minds of the people and by its scope of reaching the broadest masses of the people, nothing can be compared with the art of the cinema." This trend of thought is certainly not confined to the communist world. The noted French philosopher, author, and Minister of Culture, Andre Malraux, only last month expressed the view that motion pictures and television are the two most important influences today. He pointed out that a century ago, three thousand Parisians would go to the theatre on a given night, and compared that with the fact that today three and one-half million Parisians enter the world of fiction every night.*

Citing Time Magazine, Stevens quotes, "Films have emerged as a new and brilliant international art—indeed as perhaps the central and characteristic art of the age." Stevens gives in to reminiscences—Clark Gable, Gary Cooper, John Wayne—we all talk like them—the world knows us through their humor, habits, and faces. He recalls working on "The Greatest Story Ever Told," before joining the government.

*In this endeavor, we had the pleasure of the collaboration of Carl Sandburg. This*

## Court Approves Merger Of UATC, United Calif.

BALTIMORE, MD.—Baltimore Circuit Court Judge Reuben Oppenheimer has upheld United Artists Theatre Circuit management, headed by George P. Skouras, in its pending deal to merge with United California Theatres operated by the Naify family.

The judge ruled that the major theatre transaction would effectuate a long-envisioned "proper and desirable objective of the company."

Dissident stockholders had brought actions to enjoin the United California deal and to compel UATC directors to call a special stockholders' meeting for which a committee had solicited proxies in a move to unseat management.

The court ruled that the stock exchange approved by UATC directors in August and attacked by the minority group was a fair plan, benefitting the United Artists circuit.

The plan, the court stated, will give the Naify interests 46-1/2 per cent of United Artists Theatre Circuit, but UATC, in turn, will take over control of the west coast chain with a value estimated up to \$22,000,000.

President Skouras of UATC had tried to achieve such a unification for the past 10 years, and only this year won the agreement of the Naify family, the court pointed out.

Involved in the dispute was a battle for management control of UATC, with Maxwell Cummings, Montreal investor and dissident director, heading a group seeking to oust Skouras from control.

Cummings, in one section of the decision, did gain a hollow victory through winning the right to demand a special meeting of UATC stockholders. As part of his main decision, Judge Oppenheimer ruled that stockholder approval was not necessary to complete exchange of 740,000 shares of United Artists Circuit for the Naifys' 50 per cent interest in United California Theatres.

A special UATC board meeting was called, and it was expected a date would be set for the annual stockholders' meeting.

The UATC has a heavy debt structure, although on present values, its stock, sold over the counter, has a market value of over \$9,500,000. The company has not been able to pay dividends, while United California has a good yield.

*was Mr. Sandburg's first active participation in the making of a motion picture, yet true to his nature he proved himself a scholar on the subject of films. During that period we were together, he was invited to Washington by the late President's Cabinet and Mrs. Kennedy. Between songs and poems, Mr. Sandburg managed to make a few remarks about the medium in which he was then working.*

The old poet characteristically compressed with firm grasp the murmurs of the industry's growing awareness that it is more than a business. To others, to themselves, the film people must be stirred to the open acceptance of the responsibilities of the artist, awesome as they may be. Stevens speaks the poet's

(Continued on page 14)



# Anti-Pay TV Forces Prepare Fight As "Greatest Threat" Hits Calif.

NEW YORK—President John H. Rowley is calling on all TOA members to participate in the battle against pay tv, currently making its greatest threat against exhibition in California.

In a wire to TOA leaders, president Rowley stated:

"Your cooperation is urgently needed to launch a campaign to defeat the menace of pay tv. Will appreciate your leadership by arranging an emergency meeting or dutch treat luncheon of all exhibitors in your territory to hear first hand the critical pay tv situation in California and what it means to our survival. Powerful California pay tv interests, already functioning under California law and with S.E.C. approval, are using the slogan, 'Move the movie theatre to your living room.' This is not test or experiment. Blockbuster programming, including first run movies, already lined up by proponents."

Full scale meetings have already been scheduled in the following cities: Dallas, Dec. 4; New Orleans, Dec. 5; Atlanta, Dec. 6; Kansas City, Dec. 10; New York, Dec. 11; Boston, Dec. 12; and Detroit, Dec. 13.

Leaders of the California Crusade for Free TV, which has united all exhibitors of that state against the toll video threat, send the following urgent message to all exhibitors everywhere:

"California's pay tv law ends the testing stage and makes this calamitous threat a reality there and everywhere. Giant financial interests in control already have made first run motion picture overtures to distributors exceeding film rentals ever paid before. You and every other exhibitor have this menace hanging over you wherever you are. Free tv forced thousands of theatres out of business, mostly subsequent or neighborhood runs. Now the first runs face certain oblivion through loss of their product to pay tv. That is the publicly announced intention of the California backers who expect and intend to swiftly expand this devastating device on a nationwide plan of first run programming. Don't let them move the movie theatre to the living room."

President Rowley states that quotas for contributions to help finance this struggle will be established for each exchange area. Exhibitors are urged to attend the meetings in each area and to contribute as generously as possible. Principal speakers will be key members of the California Crusade for Free TV.

Philip Harling's Joint Committee Against Pay TV is working together with the California group in the nationwide campaign.

In a recent letter to Mr. Frank Wilson, Indianapolis News, Harling stated: "By all the rules of economics and financing and distribution, pay tv and free tv cannot co-exist. One must destroy the other. The matter lies in the hands of the American people as to whether they are willing to be deprived of that which they have seen and heard for free, without fighting to retain it. Please do not be deceived by the claim of the proponents as to the unique nature of the programming. Every type of program ever promised has been seen on free tv."



Allied Artists' president Steve Broidy is seen with Elvis Presley signing a contract under which the actor will star in "Isle Of Paradise," to be filmed next year in color.

## Push For Classification Comes From N. Y. Regents

ALBANY—The 1963 session of the Legislature will see a "more aggressive" effort by the State Education Department to obtain passage of a bill authorizing film classification, on the basis of "suitability" or "unsuitability" as applied to school-age children.

Dr. James E. Allen, Jr., State Education Department, publicly pledged this at a news conference following the recent monthly meeting of the Regents. Chancellor of the Board Edgar W. Couper said that policy-making group would support film classification if the Joint Legislative Committee on Offensive and Obscene Material follows Board's recommendation for compulsory classification where pupils are "unaccompanied" by their parents or guardian.

The Regents suggested such a measure to the Marano committee last August. Committee has since held public hearings in New York, Albany, and Rochester. It is now "studying" the testimony and deliberating on the legislation to be sponsored.

Film industry, through Motion Picture Association of America, has expressed unalterable opposition to "compulsory classification"—as the MPAA did against "advisory classification," proposed by Joint Committee in 1960-61-62-63.

State Catholic Welfare Committee, New York Mayor Robert F. Wagner's Committee on Religion, and several additional organizations favor the Regents' plan.

"The Evangelist," official weekly of the Albany Catholic Diocese, has editorially supported the idea. Also, Troy Record, Troy Times-Record and Plattsburgh Press-Republican.

## Frankovich Honored

LONDON—Earl Mountbatten of Burma will attend the Mike Frankovich tribute dinner which the Film Publicity Guild is organizing on behalf of the motion picture industry at the Savoy on Dec. 19—the eve of Mike's departure for Hollywood to assume his new appointment as supervisor of world wide production for Columbia.

John Davis has accepted the invitation to be chairman.

## Filmways Reverses Loss; Boosts Production Slate

NEW YORK—Filmways, Inc., president Lee Moselle announced that the company had reversed a loss for the fiscal year ended Aug. 31, 1962, by showing a profit of \$272,408 before taxes for the year ended Aug. 31, 1963. The profit after taxes was \$122,408, equal to 21 cents a share. In 1962, the company lost \$275,860 before federal income tax credit, equal to 47 cents a share.

The reversal from last year's deficit was due, Moselle pointed out, not only to the company's withdrawal from the business of producing commercials in New York City, but to expanded production in the television and motion picture fields.

Moselle, in his letter to the company's shareholders, called attention to the fact that Filmways has two feature motion pictures in release through MGM: Martin Ransohoff's (the company's board chairman and production chief) productions of "Boys' Night Out" and "The Wheeler Dealers," currently at Radio City Music Hall, and two features before the cameras: "The Americanization of Emily," also for MGM release, and "Topkapi," being produced and directed by Jules Dassin for United Artists release.

Filmways now has three half-hour television series for the CBS network: "The Beverly Hillbillies," the nation's top-rated show, "Petticoat Junction," currently number four in the national Nielsen rating survey; and "Mr. Ed." In addition, several new television projects are in preparation.

Also announced for the feature motion picture schedule for 1964 are "Muscle Beach," "The Sandpiper," "First Love," and "The Loved One," to be directed by Tony Richardson.

## Damaged Prints Hit

MEMPHIS—Bruce Young, board chairman, Tri-State Theatre Owners, announced that at the recent 54th annual Tri-State Theatre Owners' convention in Memphis, it was generally agreed that something definitely should be done toward taking some form of action in respect to the indifferent attitude of a number of the major film companies in regard to the number of prints on features supplied the exchanges; and also the condition of prints that were being received by the theatres in the area.

It was further stated that while a few of the companies are still inspecting their product 100 per cent, the major portion have curtailed inspection considerably. Particularly in the smaller situations, this has affected the boxoffice dollar considerably.

Young states that a committee took the print situation up with Memphis Film Service, and reported, "They are merely following the instructions of the film distributors, insofar as any inspection is concerned; they have no discretion in increasing or decreasing the amount of inspection."

The committee also reported there has been some possibility of lesser inspection, if this were possible.

Young says, "This penny wise and pound foolish economy is the reason for our action. We certainly cannot find fault with economy, but when it reaches the stage of forcing theatres to close due to lack of print supply, causing late dates, and when the prints are so bad they cannot be run, we feel the film companies should not economize to the extent of closing our business."



## 12 Major Features Head Fox 1964 Release Slate

NEW YORK—Twentieth Century-Fox disclosed its 1964 major release program, indicating an orderly flow of product, top box office stars, and balance of comedy, drama, romance, and melodrama.

Joseph M. Sugar, vice-president in charge of domestic sales, declared, "Our schedule for 1964 represents the contributions of many of the leading creative talents now working in the film medium; and in theme and story content, recognizes the diversity in entertainment appeal. We know it is our strongest program in years, and we are confident it will be one of the most successful ever to come from this company."

The release program will be marked by the continuation of "Cleopatra" in major roadshow engagements, with additional reserved-seat runs still to be launched.

Leading off the 1964 program will be "Move Over, Darling," romantic comedy starring Doris Day, James Garner, and Polly Bergen. While the picture is set to debut in key cities at Christmas, its mass release will take place in January.

Next year's schedule also includes "Man in the Middle," starring Robert Mitchum, France Nuyen, and Trevor Howard; "Shock Treatment," starring Stuart Whitman, Lauren Bacall, and Carol Lynley; "Third Secret," starring Stephen Boyd and Diane Cilento; re-release of Darryl F. Zanuck's "The Longest Day"; "What a Way to Go!" starring Shirley MacLaine, Paul Newman, Robert Mitchum, Dean Martin, Gene Kelly, Bob Cummings, and Dick Van Dyke; "Fate Is the Hunter," starring Glenn Ford; "Cassandra at the Wedding," starring Natalie Wood in a dual role; "The Visit," starring Ingrid Bergman and Anthony Quinn; "Erasmus With Freckles," starring James Stewart; "High Wind in Jamaica"; and "Our Mother's House."

### Weinberg To Sell "Lady"

NEW YORK—Myron Weinberg has been appointed national sales promotion manager for the Warner Bros. motion picture presentation of "My Fair Lady," it is announced by Ernie Grossman, Warner Bros. national promotion manager.

Weinberg, having completed a similar assignment for "Cleopatra," will assume his new post immediately for "My Fair Lady," which will be presented on a reserved-seat policy, with 10 performances weekly and extra showings during holiday weeks and summer months.

The world premiere of "My Fair Lady," which stars Audrey Hepburn and Rex Harrison, will take place on Oct. 21, 1964, at the Criterion, New York. The west coast premiere of the film, which is being produced by Jack L. Warner and directed by George Cukor in Technicolor and SuperPanavision 70, will be held one week later at the Egyptian, Hollywood.

### IFIDA Chairmen Named

NEW YORK—Edward Ruff, Edward Ruff Film Associates, and Robert I. Kronenberg, Manhattan Films of Los Angeles, have been named to serve as east and west coast distributor chairmen, respectively, for the forthcoming annual IFIDA dinner dance, according to Dan Frankel, chairman of the dinner committee.

The awards dinner will be held at the Americana Hotel, Jan. 21, 1964.

# N. Y. Legislature Considering Bills To Further Increase Minimum Wages

## TWA Expands Inflight Pix For Trans-Atlantic Flights

NEW YORK—First-run motion pictures are now being shown on all Trans-World Airlines' trans-Atlantic flights, through arrangements just concluded with Inflight Motion Pictures, Inc., the airline has announced.

TWA has featured motion pictures for first class passengers on most trans-Atlantic flights for more than two years, and, in the economy class cabin since last May. Now, Inflight has completed installation of the necessary facilities on TWA's international aircraft fleet so that new Hollywood productions may be shown on every TWA flight over the Atlantic.

TWA also features Inflight films for first class passengers on its non-stop trans-continental StarStream flights.

On trans-Atlantic and transcontinental flights, the film program is part of TWA's complimentary luxury "Royal Ambassador" service. Each passenger may control the sound through feather-weight earsets at the audio outlet on each seat without disturbing those passengers who do not wish to watch or listen to the film. For international economy class passengers, the film is an optional feature with a nominal charge for the use of the earset. Each cabin is individually equipped with a screen, projection equipment, and new film programs by Inflight.

## Hetzel Reports On Trip; MPAA Supports COMPO

NEW YORK—Ralph Hetzel, acting head of the Motion Picture Association of America, Inc., reported to the MPAA board of directors on his recent trip to Europe.

The board also approved a contribution to COMPO and has agreed to match the funds contributed by exhibitors.

In his report on Europe, Hetzel cited many of the problems facing the industry in several of the important countries. These problems vary from the impact of television on theatre attendance, to new taxes and quotas to help support struggling indigenous production.

Hetzel further commented on the fact that European producers today are looking more and more to American film companies for leadership in maintaining the strength of motion picture exhibition worldwide.

"A healthy European industry," Hetzel stated, "is important to the continued success and growth of American film interests, because without adequate European production the exhibition industry of Europe is also endangered."

### Glen Alden Dividends

NEW YORK—Glen Alden Corporation declared an extra dividend of 20 cents a share in addition to the regular quarterly dividend of 12½ cents a share, both payable out of earned surplus on Jan. 14, 1964, to holders of record Dec. 31.

ALBANY—A bill increasing New York State's statutory minimum wages, in successive annual stages, from \$1.50 hourly, Oct. 15, 1964, to \$2 per hour, Oct. 15, 1966, has been pre-filed by Senator James L. Watson, Democrat of the 21st New York district and son of James S. Watson, first Negro jurist in this state.

The measure provides the largest hikes of a number already proposed chiefly by New York Democrats. It would take effect immediately.

Present minimum wage, which includes employees of motion picture theatres, is \$1.15 an hour. This advances to \$1.25 hourly, effective Oct. 15 of next year.

Such scales were set in the Jerry-Amann Act, recommended to the Legislature by Gov. Nelson A. Rockefeller in 1962 and passed by large majorities in both Houses. Some Democrats, then and since, have insisted the "floor" should go to \$1.50 immediately or at the end of the year.

Governor Rockefeller, who suggested the first state-wide minimum wage of \$1 an hour in 1960, was recorded last winter as predicting a \$1.50 per hour minimum, but he did not fix a date.

Exhibitors, through the Metropolitan Motion Picture Theatre Owners Association, made a prolonged but unsuccessful effort to have the Legislature vote a specific exemption for film house workers.

They carried the appeal to the nine-member Minimum Wage Board at hearings in New York City and in Syracuse. Failing with the Board, the exhibitor committee appealed to Industrial Commissioner Martin P. Catherwood, again in vain. Last year, a Rules Committee bill permitting "students" to work in motion picture houses at less than the statutory minimum, passed Assembly and Senate (after debate and negative votes by the Democratic minority in the latter chamber), but the Governor vetoed it. He stated that "no convincing reason" for the amendment had been presented.

### "GWTW" Tops Iowa Poll

DES MOINES—"Gone With the Wind" was voted as the favorite movie in a poll conducted by a Des Moines Tribune columnist in a "Favorite Film" contest. He asked his readers if they were stranded on a desert island and for entertainment could see a rerun of their 10 favorite films, which would they choose.

"Gone With the Wind" was a three to one choice.

Other favorites in order were "South Pacific," "State Fair" (Iowa version), "West Side Story," "Ben Hur," "Around the World in 80 Days," "The Music Man," "It Happened One Night," "Bridge on the River Kwai," "Going My Way," "The Ten Commandments," "Mrs. Miniver," "Mutiny on the Bounty," "Rear Window," "The Longest Day," "Seven Brides for Seven Brothers," "The Best Years of Our Lives," "The Treasure of Sierra Madre," and "Mr. Smith Goes to Washington."

At the start of the contest, Don Allen, general manager, Tri States Theatres, said he would try to arrange a special show of the top choice and give free tickets to everyone who had voted for it. However, "Gone With the Wind" has been withdrawn, and he does not know if he can produce or not.



# Aarons' TOA Case Digest Sees End To Distrib Fears Of Trust Suits

NEW YORK—John H. Rowley, president, Theatre Owners of America, has named Stuart H. Aarons chairman of TOA's legal advisory committee. He is house counsel of Stanley Warner Corporation.

Aaron plans to continue the Industry Case Digests, a special TOA service initiated by Herman M. Levy, recently resigned general counsel of the association. His first Industry Case Digest concerns the case of Winchester vs Paramount, et al., a recent decision handed down by the U. S. Court of Appeals for the First Circuit in Boston.

This clearance case brought by the E. M. Loew Theatre Circuit under the antitrust laws claiming a conspiracy on the part of the distributors to deny a first neighborhood run 21 days after first run Boston, proceeded to trial before a jury. At the close of plaintiff's case, the court directed a verdict for the defendants, and this ruling was affirmed by the Court of Appeals.

The court, according to Aarons, ruled that the uniformity of action by the distributors in refusing to move up E. M. Loew's Winchester to Malden's run was not enough evidence of conspiracy to justify sending the case to the jury.

In so holding, the court said: "It is now widely held that the employment by distributors of a system of runs and clearances does not per se violate the act. . . . We have never recognized conscious parallelism, standing alone, as sufficient to sustain such a finding."

The court also took a very realistic view of the quest for uniformity by all exhibitors, and the fact that uniformity in runs and clearances results not from conspiracy, but rather from lawful competitive pressures. Thus it said, "Nothing is clearer than that Loew himself wanted, and expected, all defendants to treat him alike—he merely wished the treatment to be better." It then added that when an exhibitor gets favored treatment from one distributor it "would almost necessarily receive identical treatment from the rest simply as a result of lawful competitive pressures."

As an indication of the speciousness of E. M. Loew's position in seeking to equate uniformity or parallelism with conspiracy, the court stated the obvious truth that Loew "in requesting defendants to advance it out of the last-run group, knowing that all must respond equally, is asking for the very type of conduct which Loew presently condemns . . . and which would automatically expose defendants to suits by all those remaining in the run (i.e. the contiguous towns over which Malden also took the same seven days clearance as it did over E. M. Loew's Winchester). Accordingly, on Loew's hypothesis, it would seem that defendants' only safe recourse would be to promote all Indians alike to Chiefs, and hence jettison the entire system of suburban, and indeed of metropolitan, runs and clearances. We are not prepared, simply on Loew's speculation that abandoning the system would be economically advantageous to the defendants, to put on trial the entire wisdom of their belief that runs and clearances produce the maximum overall revenue."

The court considered E. M. Loew's principal argument that a conspiracy could be inferred from the fact that the distributors conduct was against their apparent best interests. In

## Col. Plans Stock Increase; Holders Vote On Options

NEW YORK—At the annual meeting in the home office of stockholders of Columbia Pictures Corporation a planned increase of the authorized common stock from 2,000,000 to 3,000,000 shares will be voted upon, as well as acceptance or rejection on employee retirement plan, and stock options for first vice-president M. J. Frankovich and senior vice-president Sol A. Schwartz, who recently assumed new posts.

The meeting will also elect nine directors, with management submitting the present slate for reelection.

The increase in authorized capital stock is approved by the board of directors.

## Decca, U Dividends Set

NEW YORK—Directors of Decca Records Inc., declared a regular quarterly dividend of 30 cents per share on the company's capital stock, payable Dec. 30 to stockholders of record Dec. 16.

Also, the board of Universal Pictures Company, Inc., declared a quarterly dividend of 25 cents per share and an extra dividend of 25 cents per share on the common stock of the company, payable on Dec. 27 to stockholders of record at the close of business on Dec. 17.

dismissing this contention, the court said, "The defendants denied that it was to their economic disadvantage to prefer Malden over Winchester, and all that E. M. Loew can affirmatively point to is that their business judgment in giving three competing drive-ins, one of which was E. M. Loew's, a run and clearance equal to that at the Malden conventional theatres may have been debatable. We do not think even this is a fair statement so far as the summer months were concerned. How defendants may have responded to the problems of drive-ins in winter, an obviously special situation, is no ground for finding that they were acting against their apparent best interests in preferring Malden's conventional theatres over Winchester."

This case is the latest in a series of decisions where courts in motion picture antitrust cases have thrown out the case without permitting it to go to the jury.

It would appear that the terror and coercion of civil antitrust cases in the motion picture industry should by now be dissipated. Distributors should take heart from this decision. It should encourage them to stand fast by the traditional concepts of run and clearance and not be coerced by antitrust suits to erode the firm structure upon which the industry was built. They should not be short sighted by an apparent momentary or temporary gain, which ultimately may destroy important segments of the theatre industry. It is high time that discipline and order be recreated in distribution. This decision points the way to that end.

## Cinerama "Moon Voyage" To Highlight N. Y. Fair

NEW YORK—A "Voyage to the Moon" via a revolutionary new Cinerama motion picture process never before seen here, will be offered to visitors to the 1964-65 New York World's Fair, at the spectacular Transportation and Travel Pavilion, it was announced by Robert Moses, president of the Fair, and Nicholas Reisini, president of Cinerama, Inc.

The announcement was made at ceremonies marking the start of steel construction for the Transportation and Travel Pavilion, last of the major exhibition buildings to rise at the Fair. The film exhibition will be shown within a 96-foot-high "moon dome" that forms the northern end of the pavilion.

Called Cinerama-Spacearium-360, the unique film process that will simulate the moon voyage was developed by Cinerama. The Federal Pavilion at the Seattle World's Fair featured a film entitled "Journey Into Space." It attracted more than six million viewers. The process provides for a film to be projected from below into a huge domed screen that completely surrounds the audience—on all sides and above.

The 18-minute film depicting the moon voyage will utilize all information on space flight and lunar science presently available, according to Reisini.

According to the agreement between Reisini and Robert O. Thatcher, president of the Transportation and Travel Pavilion, the film will be shown in a specially-constructed dome-shaped theatre, with space for an audience of 750. Scenes will include launching, earth orbiting, space travel, moon orbiting, and landing, moon exploration, take-off, re-entry, and landing on earth. The film is designed to give viewers a preview of the flight experience of American astronauts to the moon in the next decade.

It was also announced that the exterior of the dome of the pavilion will represent the largest and most accurate model of the near side of the moon ever built. It will depict the craters, seas, mountains, and other known features of the satellite, according to Thatcher.

## NGC Seeks Nev. Okay

BEVERLEY HILLS, CALIF.—National General Corporation's newest theatre application for a hardtop shopping center location in Las Vegas, Nevada, is before the Department of Justice, pending a Federal Court hearing.

The announcement was made by Eugene V. Klein, NGC president, in behalf of the company's Pacific Coast subsidiary, Fox West Coast Theatres.

The proposed 900-seat theatre will provide the latest in appointments and patron service including many of the innovations NGC has been building into its expanding circuit, according to J. Walter Bantau, construction chief.

## Strausbergs Honored

NEW YORK—Solomon and Morris Strausberg, heads of the Interboro Theatre Circuit, New York, were guests of honor at the 40th annual dinner of the Beth-El Hospital, Brooklyn. Following in the footsteps of their father, Samuel Strausberg, former Beth-El president, the Strausbergs have served the hospital for more than a decade as officers and as chairmen of various important committees.



## IFIDA Committees Named; "Balcony" Distrib Defended

NEW YORK—The governing committee of Independent Film Importers and Distributors of America, Inc., consisting of Jean Goldwurm, president, Times Film Corporation; Irving Wormser, president, Continental Distributing, Inc.; and Daniel Frankel, president, Zenith International Film Corporation, announced the appointment of committee chairmen and other personnel for the organization for the fiscal year 1963-64.

The appointees include special counsel, Felix Bilgrey, Times; liaison with New York Film Festival, Richard Brandt, Trans-Lux; censorship, Thomas Brandon, Brandon Films; advertising allowances, Carl Peppercorn, president, Embassy Pictures Corporation; festival and awards, Goldwurm; trade practices, Paul N. Lazarus, Jr., Bronston Distributors, Inc.; luncheon, Gary Dartnell, Lion International Films; exhibitor relations, Ira Michaels, Janus Films; foreign affairs, Richard Gordon, Gordon Films; membership, Fae Minske, Joseph Burstyn, Inc.; auditing, David Emanuel, Governor Films; dues, Peter P. Horner, Union Film Distributors; legislative and taxation, George Roth, Atlantic Pictures; and public relations, Jackson Dube, Ben Ami Film Distributing Corporation.

Michael F. Mayer, executive director, IFIDA, on behalf of the IFIDA governing committee, assailed the action of the DeKalb County, Georgia, Grand Jury in indicting a local theatre manager for playing Continental Distributing's "The Balcony." He said that IFIDA would stand one thousand per cent back of the distributor member in support of the integrity of this motion picture, and called for all industry organizations to support this fight.

## Home Movies Go 3-D

NEW YORK—An entirely new development in the home movie field, three-dimensional 8mm features that can be shown with existing home projection equipment, is being launched by Columbia Pictures after months of research.

According to Eli Arenberg, manager of the Columbia Pictures 8mm home movie division, the first 3-D 8mm film, entitled "Spooks" and starring The Three Stooges, is currently being distributed to retailers throughout the country. Retail cost for the five-minute 3-D home movie feature is \$4.95 and the price includes special 3-D viewer's glasses packed with the film in an attractive bubble package.

No extra devices at all are necessary for home projection, Arenberg said. Standard projectors and screens are capable of exhibiting the film without any special lenses or attachments.

## Peru Tops UA Contest

NEW YORK—Eric Pleskow, vice-president of United Artists in charge of foreign distribution, announced the winners of the UA Week Showmanship Contest.

First prize was awarded to the company's branch in Peru, managed by Mike Solomon. Second prize went to the office in South Africa, headed by Bob Hutchison. Third prize was won by Thailand, whose manager is Philip Lau.

The contest underscored the best foreign campaigns developed by UA's overseas offices during the 14-day period of the UA Week Drive, June 30-July 13.

# Integration Demonstrations Halted In Wake Of Kennedy Assassination



Among the notables at the New York premiere of Stanley Kramer's "It's A Mad, Mad, Mad, Mad World" at the New Warner Cinerama Theatre recently for the benefit of the Kennedy Foundation were, left to right, Nicholas Reisini, president, Cinerama; Mrs. Eugene Picker; and Eugene Picker, United Artists vice-president.

## AA's "Soldier" Ties Up With Pepsi Promotion

NEW YORK — An extensive national "Soldier in the Rain" tie-in promotion was effected between Pepsi Cola and Allied Artists coinciding with the Jackie Gleason-Steve McQueen starrer in all key cities.

The tie-in, inspired by several bits in the picture revolving around a Pepsi machine, was first put into operation in New York City timed to the film's world premiere.

One week's exposure on WNBC's Times Square neon spectacular spearheaded the New York City promotion with the tie-in message appearing approximately every three minutes between dusk and 1:00 a.m.

The WNBC display sign consists of eight foot high neon letters which spelled out the "Soldier in the Rain" message 120 times per night. Estimated viewers for the first week were between three and four million people.

The message flashing over the Times Square area read: "Join Jackie and Steve in 'Soldier in the Rain' premiering Nov. 27, Palace Theatre. Say 'Pepsi, Please.'"

The basic elements of the promotion will be duplicated in other major cities timed to their respective "Soldier in the Rain" premiere dates. Special tie-in posters will be up on all Pepsi trucks—each picturing Gleason and McQueen with film credits. In addition, Pepsi will arrange for tie-in carton stuffers on a national basis and schedule special radio spots in each city.

The radio exposure will be via 15-30-60 second announcements plugging "Soldier in the Rain," the stars, and the film's "special guest star, Pepsi Cola."

## Crosby Signs For Drama

HOLLYWOOD—Bing Crosby will play one of the most dramatic roles of his versatile career in Hugh Pentecost's suspenseful novel, "Choice of Violence," to be filmed at MGM in association with producer A. C. Lyles.

Crosby portrays a lawyer who is enjoying retirement until he is involved in an unusual case by a young nephew. Adrian Spies will write the screen play.

CHARLOTTE, N. C.—The assassination of President Kennedy apparently has halted, for the time-being, massive demonstrations designed to force racial integration of motion picture houses in North Carolina.

Plans for demonstrations in one or two towns were called off in view of the President's death, out of respect to his memory.

Dr. Andrew A. Best, Greenville, president, North Carolina Joint Council on Health and Citizenship, a bi-racial organization, asked groups all across the state "to abstain from participating in protest activities" during the Nov. 24-Dec. 25 period of national mourning which has been declared.

There has been no indication of early resumption of activities in a few towns on which integrationists have directed their attention recently.

Many of the larger cities in North Carolina already have integrated motion picture houses. Recent trouble spots have included High Point and Goldsboro, where periods of truce now are under way to give bi-racial committees an opportunity to arrive at a settlement of differences.

Fifty-two defendants charged with trespass in connection with attempts to integrate theatres at Goldsboro having petitioned for transfer of their cases from the state to federal courts, demonstrators at Williamston took a similar tack when they petitioned for transfer of a restraining order against demonstrations there from Superior Court to U. S. District Court.

The petition was filed when Superior Court Judge Elbert S. Peele was scheduled to hold a hearing at which defendants were required to appear and show cause why the order should not be made permanent. The petition automatically postponed the hearing.

The Superior Court order restrained demonstrators from violating a Williamston ordinance prohibiting parades or marches without giving 24 hours advance notice and obtaining the required permit. This order was defied by a number of New England ministers who came here to lead Negro demonstrators, were arrested, and now are awaiting trial.

## TONE Sets Pay-TV Meet

BOSTON—A discussion of pay tv and its effect in Massachusetts and New England is set for Thursday, Dec. 12, at an emergency meeting called by Theatre Owners of America (TONE).

Arnold Childhouse, president of the California Crusade for Free Television, flies in to alert exhibitors in the New England states to the detrimental effect on their business that pay tv could portray.

Fred Stein, leading independent exhibitor of southern California, was originally set to speak to the New England exhibitors, but was unable to attend, and Childhouse was substituted.

Purpose of the meeting, Carl Goldman, executive secretary of TONE, said, "is to learn first hand the scope and urgency of the critical pay tv situation in California and what it means to our survival."

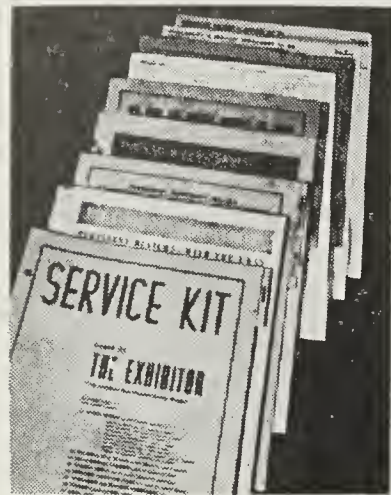
Goldman pointed out that California's pay tv law ends the testing stage and "makes this calamitous threat a reality there and elsewhere."



# TIME TESTED FORMS and SYSTEMS •

PLUS  
SERVICE  
**No. 1**

## THE SERVICE-KIT —a streamlined system for BUYING, BOOKING and CONTRACT CONTROL



STIFF-BACKED 3-RING BINDERS  
AVAILABLE. See No. 11a & b

● Arranged and assembled for insertion in any standard 9 x 12 inch ring binder or ring-equipped brief case are the following forms:

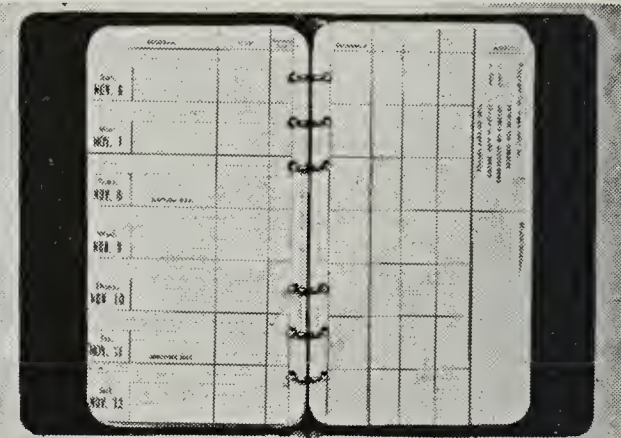
1. A 52 week supply of large, modern BOOKING SHEETS (9 x 12 inches)
2. 10 pages of AVAILABILITY and PLAY-OFF WORK SHEETS (9 x 12 inches)
3. 10 sheets of PERFORMANCE RECORD and CUT-OFF SHEETS (9 x 12 inches)
4. A permanent EQUIPMENT RECORD
5. An 18-month BOOKING CALENDAR
6. A special PERPETUAL CLEARANCE CHART and many other helpful forms all properly indexed.

● After the first year, additional sets of any particular FORM can be purchased separately; any back REVIEW SECTION for 5c; and any DIVIDER INDEX for 20c.

Price: \$1.30 per set

PLUS  
SERVICE  
**No. 4**

## THE NEW "Pocket-Size" DATE BOOK —latest innovation in the field of small booking records.



● This new design has proved so far superior to anything previously developed in its field that it has taken the industry—whether independent owner or circuit manager—by storm.

(a) 5 lines of booking space were gained by taking full advantage of the 3 3/4 x 6 3/4 inch page area. (b) Weekly activities not bothered with until the complete week is booked, are kept separate and distinct. (c) Spaces are allowed for cost, gross, weather, etc., as desired. (d) All dates, days of the week, and holidays are clearly printed.

Dated forms for ONE FULL YEAR are printed to start with each JULY 1st.

Price: \$1.00 per yearly set

SOFT-BACKED 6-RING  
LEATHERETTE BINDERS ARE  
AVAILABLE. See No. 11c

PLUS  
SERVICE  
**No. 2**

## PROGRAM and RUNNING-TIME Schedules —a basic weekly form to replace the scribbled note or tissue carbon.

● These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show. 50 sheets to each pad.

● Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

● One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Price: 30c per pad

PLUS  
SERVICE  
**No. 5**

## Weekly PETTY CASH SYSTEM —designed for simplicity and quick theatre reference.

● These specially designed 3 x 5 inch Petty Cash Slips require a counter signature of approval and are numbered consecutively so that accurate records can be kept of each individual expenditure. There are 100 slips to each pad.

● The specially designed envelopes are for use only once each week in listing each individual slip and computing the weekly total expended. All slips listed on a particular envelope should then be inserted in it for safekeeping; and the envelope filed for future reference.

● There can never be any later question of a particular disbursement, for the actual receipt is always on hand and easily located. Each voucher requires the signature of the owner or the manager.

Prices: { Voucher Pads.....30c each  
Voucher Envelopes—50 for 65c

PLUS  
SERVICE  
**No. 3**

## Daily BOXOFFICE STATEMENTS —all embracing memoranda of the complete cash control system.

● Printed on both sides so that complete factual totals for any day can be kept on one 5 1/2 x 9 inch sheet, each itemizes:

1. OPENING AND CLOSING TICKET NUMBERS
2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

● Made up in pads of 50 per pad, each sheet is punched for saving in a standard ring binder with the date at the lower right corner for quick reference when filed.

● Where accuracy counts for current income and future bookkeeping, the Box Office Statement is a diary of theatre operation.

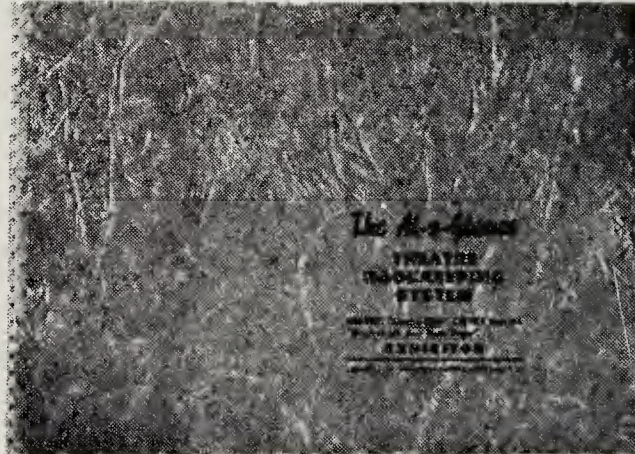
Price: 30c per pad

PLUS  
SERVICE  
**No. 6**

## THE "At-a-Glance" BOOKKEEPING BOOK —specially designed by a leading theatre specializing C.P.A. authority.

● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for:

(1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cast, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual or monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.



Price: \$1.75 per book (Sufficient for 52 weeks)

DESIGNED . . . PRODUCED . . . WAREHOUSED . . . and DELIVERED . . .  
restricted to current THEATRE SUBSCRIBERS ONLY! Sample sheets



# • for EVERY THEATRE OPERATING NEED:

PLUS  
SERVICE  
**No. 7**

**Weekly PAYROLL FORMS**  
—for use whenever employees are paid in cash for salary or overtime.

The form is titled 'THEATRE PAYROLL' and includes fields for 'Theatre', 'City', 'State', and 'Date'. It lists employees with columns for 'Name', 'Salary', 'Overtime', 'Deductions', and 'Total'. A sample entry for 'J. J. Smith' shows a salary of \$12.00 and a total of \$12.00.

Price:  
52  
sheets  
(1 year)  
for \$1.30

PLUS  
SERVICE  
**No. 9A**

**Monthly Drive-In BUSINESS ANALYSIS**  
—a contrast study of ALL Outdoor Theatre income and film costs.

The spread sheet is titled 'Drive-In Theatre BUSINESS ANALYSIS SPREAD-SHEET'. It includes columns for 'Date', 'Weather', 'Temperature', 'School Attendance', 'Opposition', 'Admissions', 'Confection Sales', and 'Patron Sales'. It is designed for daily data entry throughout the month.

● There is no facet of the theatre field that fluctuates so rapidly with every turn in weather, temperature, school attendance and opposition as the drive-in. A properly kept line each day on your Business Analysis Spread-Sheet will provide a study of: (1) The day of the week and day of the month complete with all weather influences; (2) The feature attraction complete with costs; (3) The total admissions by car and by patron; and (4) The confection sales by car and by patron.

● At the end of any one month, the complete picture is there for analysis and study,—and at the end of the same month of the following year, your headway or shortcomings are obvious.

● Here is what might be termed "a Monthly Boxoffice Statement."

Price: 55c for 13 sheets

PLUS  
SERVICE  
**No. 8**

**SERVICE MANUALS**  
—for the quick and proper training of new and old Theatre Employees.

**LATEST REVISION** also includes the additional data necessary to **DRIVE-IN THEATRES!**

● Of inestimable value in "breaking-in" a new staff of Ushers; a new Cashier, or a new Door Man.

● This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.

● It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

Price: 10c each

A practical  
**SERVICE MANUAL**  
for the  
**Theatre Staff**

6th Printing  
(Revised)

PLUS  
SERVICE  
**No. 9**

**Drive-In Theatre Boxoffice Statements**  
—specially designed exclusively for the use of Outdoor Theatremen.

The form is titled 'DRIVE-IN THEATRE DAILY BOXOFFICE STATEMENT'. It includes sections for 'CARS - Total Entering on This Day', 'ADMISSIONS - Ticket Numbers', 'GENERAL ADULTS', 'CHILDREN UNDER 12', 'PASSES AND COMPLIMENTARY', 'CASH REFUNDS', 'CONFECTIONS', 'ANALYSIS OF ADMISSIONS', 'ANALYSIS OF CONFECTIONS SALES', 'ANALYSIS OF ATTRACTION COSTS', and 'ATTRACTION - Feature, etc.'. It is a comprehensive daily record for drive-in theatres.

● A daily record of: (1) Number of Cars; (2) Number of Adults; (3) Number of Children; (4) Passes and Complimentary Admissions; (5) Cash Refunds; (6) Confection Gross; (7) Title, distributor, rental basis, actual cost, and percentage of admissions income of the Show; (8) Record of the weather and average temperature; (9) Hourly Ticket Sale Record; (10) Opposition Attractions; (11) Checker and Hours Checked; (12) Total Cash Receipts and Totals Deposited.

● All on a handy 5½ x 9 inch sheet punched for filing in a post or ring binder and padded 50 to the pad.

● Here is a professional form never before designed for drive-in operation.

Price: 30c per pad

PLUS  
SERVICE  
**No. 10**

**Annual EMPLOYEE EARNINGS RECORD**  
—complete with all Withholdings and Deductions for Tax Returns.

The form is titled 'ANNUAL EMPLOYEE EARNINGS RECORD'. It is a grid with columns for months (January, February, March, April, May, June, July, August, September, October, November, December) and rows for employee details. It includes sections for 'Annual Earnings', 'Annual Deductions', and 'Annual Withholdings'.

and government report; and current cards, arranged alphabetically constitute the only working set.

● Here is a time-saving, accurate system you'll love about!

Price: 40c for 12 cards

PLUS  
SERVICE  
**No. 11**

**Special BINDERS and CASES**  
—designed for the storage and carrying of some of these forms.

**Service-Kit BRIEF CASE (a)**

● A big, genuine cowhide, zipper-enclosed briefcase equipped with 3-ring binder designed to hold the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: \$6.00 each (Tax included)

**Service-Kit BINDER (b)**

● A big, stiff backed, imitation leather binder equipped with 3-ring holder designed for the Service-Kit Forms (See No. 1) and a full year of Pink Review Sections as published separately by EXHIBITOR.

Price: \$1.50 each

**Pocket-Size Date Book BINDER (c)**

● A small, flexible leatherette binder equipped with 6-ring holder designed for the 3¾ x 6¾ Pocket-Size Date Book sheets (See No. 4) sufficient for an entire year's booking,—and other features.

Price: \$1.30 each

at **NON-PROFIT PRICES** . . . as a "Theatre-Wise" plus-service that is frankly without obligation.

{ MOTION PICTURE EXHIBITOR  
317 N. Broad St., Phila. 7, Pa. }



# Anatomy Of WB Sales Drive Proves Mich. Exhibs Answer Morrie's Call

By ARTHUR HERZOG

DETROIT—Well, the "Drives" come along (Ho-hum); person or persons known are honored; and the exhibitors stop wrangling with the distributors just long enough to be good fellows.

As far as is known, no one has compiled statistics as to comparative results of former drives for public consumption. But, this Detroit Bureau will stick its neck out to state that in this area, no one has ever equalled the record set in the Warner's Sales Drive, here tagged the "Harold Morrison Week."

"Morrie" (it is dubious if anyone remembers, or if he does, uses his first name) aided and abetted by head booker George Rossman and his assistant, Stanley Baran, has done a literally stupendous job of placing Warner's footage.

In the state of Michigan, they played during the "Week" 234 features and 464 shorts and cartoons. They haven't had the time to count the number of statewide engagements (well over 400). To get a comparative idea, they kindly consented to nose-count the Detroit metropolitan area for us:

There are in it 110 in-and-out-doorers. Three of them are playing "How the West Was Won," "Fantasia," and "Cleopatra." There were no prints available for these processes. Of the 107 remaining, 105 showed 148 features (if that engenders a double-take, please remember these situations are almost completely twin-bill) plus 402 shorts and cartoons.

Helping make the clean sweep more effective, exhibitors demonstrated their friendship for Morrie by going into the movie guide section of the papers and taking added space to print the name of every Warner's attraction shown, including the shorts and cartoons.

Were the films spliced end-to-end, they'd doubtless reach to the moon. They could probably be floated there if attached to the thousands of wall-clinging balloons which Morrie distributed to advertise the event.

If Morrie doesn't win the prize, it surely means genius must strike twice in the same organization. Michigan must have been about 99 percent Warner's-saturated.

## Foundation Operates Fulton

LANCASTER, PA.—Bernard Z. Schantzer, operator, Fulton Art Theatre since 1958, stated that he would end that operation within the next few weeks. He said he has no immediate plans for the future, but that he has agreed to sell the screen, projection equipment, back-stage equipment, etc., to the Fulton Opera House Foundation, which has purchased the historic theatre building.

The Foundation has indicated that it will show selected screen fare in the Fulton during the weeks of the year when the theatre is not being used for live stage productions. Dr. Darrell Larsen has been named manager of the theatre when the Foundation takes possession Jan. 2. He is retired director of the Franklin and Marshall College.



Columbia senior vice-president Sol Schwartz, left, visits the Hollywood set of Columbia's "The NEW Interns" and says hello to producer Robert Cohn as star Stephanie Powers and director John Rich look on.

## WB Reports Net Income Down Slightly From '62

NEW YORK—Warner Bros. Pictures, Inc., reports for the year ended Aug. 31 consolidated net income of \$5,699,000, representing \$1.17 per share on the 4,850,052 shares of common stock outstanding at that date. The consolidated net income for the fiscal year ended Aug. 31, 1962, amounted to \$7,566,000 which represented \$1.56 per share on the 4,830,052 shares outstanding.

Theatrical and television film rentals, sales, etc., amounted to \$87,129,000, dividends from foreign subsidiaries not consolidated were \$734,000, and profit on sales of capital assets was \$5,000 for the year ended Aug. 31, as compared with \$79,864,000, \$684,000, and \$117,000, respectively, for the year ended Aug. 31, 1962.

Net current assets at Aug. 31 were \$51,870,000 (including \$11,205,000 cash), and debt due after one year was \$6,571,000, compared with \$48,331,000 (including \$11,732,000 cash) and \$6,126,000, respectively, at Aug. 31, 1962.

## RKO Alden Refurbished

NEW YORK—In line with RKO Theatres policy of refurbishing and improving its theatres, the RKO Alden, Jamaica, became the latest in the coast-to-coast circuit's theatres to wear a brand new look. With the extensive refurbishings completed, new look ceremonies for the Alden were held in a splash opening.

Included in the Alden's new look—a new marquee, a new bronze boxoffice, new display cases, new mosaic tile walls, a terrazzo floor running from the outside vestibule to the lobby entrance, and a new tile floor from the front door across the lobby and a complete refurbishing and decorating.

The Borough President of Queens cut a gold ribbon, officially dedicating the new house. Highlights of the evening's festivities included a 75 piece band from the presentation of the Virgin Mary School performing on stage, and roses and cigars presented to women and men patrons. Local dignitaries cut a giant celebration cake, pieces of which were given to patrons.

## New Parkway Plaza Adds Link To NET Chain

BOSTON — Another new theatre for the Boston area in the wave of building and remodeling which has been taking place here is New England Theatre's Parkway Plaza, which has been scheduled for a Dec. 20 unveiling.

The 800-seat theatre, first to be built in many years in the NET chain, was designed by Henry George Greene, leading American architect, and is the latest link in the chain of which Chester L. Stoddard is president.

The new house is located in the rapidly expanding shopping center at the Revere Beach Parkway in Chelsea, Hub suburb. The Parkway Plaza was named by the public in a unique contest, with prizes awarded for the winning name and runners-up.

Greene created the building plans and supervised construction of the theatre. The general contractor, Vinmar Contracting Corp., New York, specialists in theatre construction, were represented at the building site by M. Mehlman. The luxurious decor and smart appointments include spacious lounge areas to insure "at home" relaxation and comfort for patrons.

The distinctive exterior of the new theatre is identified by a streamlined glass front and an especially designed marquee with spot and flood lighting. Commenting on the new theatre, Stoddard said that "the finest sound and projection available assures ideal 'see and hear' enjoyment for patrons. Relaxed seating, with seats scientifically placed to provide perfect sight lines from any section of the auditorium is another important factor."

He pointed out that free, more than adequate parking area, adjacent to the new theatre with its distinctive glass front and wide, modern expressways leading to it from all points, make the Parkway Plaza Theatre a most convenient motion picture mecca.

Two shows are to be presented daily on weekdays, and there will be continuous performances on Saturday, Sunday and holidays.

## Grasgreen Heads AA Branch

NEW YORK—Martin Grasgreen has been appointed Allied Artists' Cleveland branch manager, it was announced by Ernest Sands, general sales manager. Grasgreen replaces Jerry Lipow, resigned.

During the past 20 years, Grasgreen has worked with Columbia Pictures in a variety of positions. He has been a film salesman for Columbia in Cleveland since 1953.

Starting with Columbia in the New York home office in 1944, Grasgreen worked as an auditor for three years and subsequently traveled throughout the country in this capacity. He also served as a booker and salesman for the company in Omaha and Indianapolis.

## Cinerama Plans Sea Epic

NEW YORK—Negotiations are underway for Captain Jacques Cousteau, foremost underseas explorer, to probe the hidden depths of the world's oceans for the Cinerama cameras, it was revealed by Nicholas Reisini, president of Cinerama, Inc.

The full-length Cinerama film, now entitled "The Conquest Of The Seas," would depict many exciting and hitherto unrevealed aspects of our underseas world. Cousteau would utilize new extra-wide-angle Cinerama underseas cameras, installed in his improved Bathysphere diving vehicle, to film at depths of up to 13,000 feet. Production is scheduled to begin in early 1964.



# LONDON Observations

by Jock MacGregor

TALK ABOUT Mad Monday! Following the morning press show of "What A Crazy World" came the evening premiere of "It's a Mad, Mad, Mad, Mad World." The slight variation in descriptives may reflect the inconsistencies of the modern world, but I am assured the clash was purely coincidental. Indeed, beyond the fact that both are crazy and madly entertaining, they are worlds apart.

"Crazy" is the first picture to be produced and directed independently by Jim Carreras' son, Michael. Bubbling and bouncing with the ebullience of youth, it is a story of youngsters in London's East End and is vaguely reminiscent of the "Bowery Boys" series. Most of the action and much of the dialogue is basic. Mike has chosen a cast which teems with pop singers and will mainly be new to moviegoers, and has taken his camera out on to the streets. He must have had remarkable cooperation from the authorities. He has even staged dance routines against well known backgrounds, and these add enormously to the authenticity of the whole. The music, provided by Oliver Ward's company (how much happier he seems since he left exhibition!), is an added asset. Mike has produced intelligently and economically, but this is in no way a small picture.

"Mad" is among the year's biggest, but London critics have been far from crazy about it. The audience, headed by Earl Mountbatten of Burma in the absence of the Queen, at the Variety Club's charity opening at the Coliseum Cinerama, however, found it much to their liking, laughed loudly, and considered their money well spent on a great entertainment and a great cause. Stanley Kramer attended personally, floated from balconies to stalls gauging reaction, but had to retire quietly after the intermission with a heavy cold.

The Coliseum's three projector equipment has been transferred with "World of the Brothers Grimm" to the Royalty, and A. Landi, Pat Spellman, and Ron Lee hosted a cocktail party so that the press could see the installation at this 800 seater and the opening performance at Cinerama's third London home. To the delight of our hosts, business was capacity and advance bookings great, great, great, great. This house is a bit off the show world map, but in the world of big, big, big, big business. To promote it, the management is holding open house at lunchtime, inviting workers and others to use the foyer snack bars for refreshments and see the "Brothers Grimm" trailer. That the box office is open for booking is, of course, purely coincidental. It is an idea which others might try profitably.

**UNSURE WHETHER** it really is a mad or a crazy world I felt that I should get away from it all to see everything in its true perspective. Where better for such a view than the moon? That's where I went and found that forceful, highly successful American producer, Charles H. Schneer, up to his neck in lunar jargon for his latest excursion into Dynamation, H. G. Wells' "First Man in the Moon." The bleak surface of the moon was mounted on a vast mobile tubular scaffolding platform so that it could be moved about the studio to increase the scope of Dynamation and the Panavision color camera. Behind was what is believed to be the largest blue matte backing ever erected for a set. The whole took 100 men four weeks to construct. Competing with this and the Selenites (humanized ants to the uninitiated) were the stars, Martha Hyer, Lionel Jeffries, and Edward Judd. Nathan Juran is directing. Since Charles has been here using the system, he has really hit the jackpot, and he is particularly gratified that "Jason and the Argonauts" has pleased all intellects. Now he has created his own two stage Dynamation studio at Slough as the trick work for each picture takes about a year. Columbia would like him to make more, but he is resisting. He does not feel he has the time as he likes to be at the studio daily and to supervise every step. Here is an independent who is producing what exhibitors and the public internationally want, and is not in the least mad at the world. On the contrary he's rather crazy about it.

**MANY INDEPENDENTS** continue to be mad at the circuits. Now the Association of Cine and TV Technicians' producers and directors section are demanding a one clause bill to increase quota to 50 per cent, the abolition of clearances to ensure the widest and most immediate booking of films, additional money for the National Film Finance Corporation to support worthwhile British films, divorcement as in America, and the establishment of a third circuit. . . . UI's Milton Rackmil breezed into town, held a press conference, and made quite a few mad. He does not mind waiting for good dates for his big pictures and points out that with interest charges on investment tax deductible, it is the cheapest thing in the picture. He warned, however, that there was no sense in making pictures for the sake of making them. His statements that Film Industry Defense Organization (FIDO), which buys the British tv rights to stop features being televised and can result in the current product of the man selling to tv being barred by exhibitors, had served its purpose and should go, are what have caused the most heat. Conditions, he feels, have righted themselves; tv is less of a monster; the older (not the newer) pictures could be transmitted without harm to the industry; and the money returned to the producer for more production. There is reason in what he says, but many think he is far off base. . . . Across the world, from a warm and sunny Hong Kong, come greetings from Francis Winikus and Jean Osborne, publicising Richard Brooks' production for Columbia, "Lord Jim," with Peter O'Toole. Brooks has been getting establishing shots of processions and everything that is local color. To avoid picking up assistant directors in camera, he made them wear Chinese costume, and an absolutely mad Mike Frankovich, Jr., was seen stuffing his coolie outfit and straw hat into a wardrobe basket to the polite amusement of Chinese onlookers. Yes, it's a mad, mad, crazy, crazy, world.



Carl Foreman, writer-producer-director of Columbia's "The Victors," is seen with Prince Philip in the lobby of London's Odeon Leicester Square Theatre at the world premiere of the film.

## Fenno Heads Buffalo Tent

**BUFFALO**—Thomas W. Fenno is the new chief barker of the Variety Club of Buffalo, Tent 7. He was unanimously selected by the newly chosen 1964 crew.

Fenno is account executive with radio station WKBW, and last year served as first assistant chief barker.

Other officers elected for one year are Anthony T. Kolinski, Warner Bros. branch manager, as first assistant chief barker; Albert J. Petrella, Crosstown Advertising, second assistant chief barker; Ronald L. Ruth, station WYSL, property master; Myron Gross, Cooperative Theatres, dough guy.

## CDA Sales Execs Meet

**MOBILE, ALA.**—Cinema Distributors of America held a general sales meeting in the company's home office. The meeting was called by president M. A. Ripps for key personnel. Among those attending were Clayton Pantages, general sales manager; Pat McGee, western division sales manager; Ross Wheeler, eastern division sales manager; Frank Meyers, western field supervisor; Madolyn Babbe, secretary-treasurer; Daniel Loventhal, chief counsel; and Robert Steuer, executive vice-president.

More  
light  
+  
slower burn=  
lower costs

**N**ATIONAL  
TRADE MARK

**PROJECTOR  
CARBONS**



# The NEW YORK Scene

By Mel Konecoff

MORRIS LEFKO, MGM vice-president and general sales manager, reported that practically all of the company's top attractions will probably go out via the new MGM Showcase pattern, which follows in the footsteps of UA and 20th-Fox. The only exceptions to the rule that downtown houses in this area will play day and date with neighborhood and suburban houses are the Radio City Music Hall bookings. Other areas may follow as needed.

Established patterns of release wherein past pictures went to Loew's in this area will be discarded, and Lefko hopes that both Loew's and RKO will be represented in the first 20 houses to be named to inaugurate the policy on Jan. 22. It will be, he agreed, a matter of bidding by the better houses that will determine the path of the pictures. Said he, "It's an open market."

He foresaw that most Broadway houses in the future would be playing day and date with their counterparts in other areas of the city and in the suburbs. This radical departure in the MGM distribution policy was dictated, according to Lefko, by the increasing importance of neighborhood and suburban theatres in the movie-going habits of the public. "It was decided, therefore," said Lefko, "that we would bring this fine line-up of MGM product to the public as quickly and as conveniently as possible; hence, the birth of the new MGM distribution pattern for the Greater New York area."

The product he referred to will amount to about 30 pictures in the 1963-64 season, September through August, which will cost the company some 58 million dollars. He reported that the advice of the sales department is being heeded by production at the studio as never before and he hoped that the results would be evident a year from now.

Exhibitors will shortly be shown a trailer running over half-an-hour which will list many of the forthcoming films, and they will receive a letter from Lefko outlining the product to be released through August. Included are: January, "The Prize" in color; "A Global Affair" with Bob Hope; and "Children of the Damned." February, "Any Number Can Win," "Sunday in New York" in color, and "Mail Order Bride" in color. March, "Of Human Bondage" with Kim Novak and Lawrence Harvey—and for Easter, "Seven Faces of Dr. Lao," with Tony Randall in color; "Kissin' Cousins" with Elvis Presley in color; and "MGM's Big Parade of Comedy." April, "Tamahine" with Nancy Kwan in color; "Company of Cowards" with Glenn Ford; and "Night Must Fall." May, "The Last Rhino" in color; "Golden Arrow" with Tab Hunter in color; and "Gladiators Seven" in color.

June has "Viva Las Vegas" with Ann-Margret and Elvis Presley in color; "Flipper Sequel" in color; and "How The West Was Won" in 35 mm in color. July, "The Unsinkable Molly Brown" with Debbie Reynolds in color; "Looking For Love" in color with Connie Francis and Danny Thomas. August, "Honeymoon Hotel" with Robert Goulet in color; "Night of the Iguana" with Richard Burton, Ava Gardner, Deborah Kerr, and Sue Lyon. There are others but no dates.

Lefko stated that exhibitor requests for "Kissin' Cousins" may force MGM to order 500 prints on the Presley film, and he predicted that the 35 mm release of "How The West Was Won" will be one of the all-time biggest grossers. He expected that it will be tested in 50 to 75 spots around Easter time with no cuts in the running time expected. He had no plans to roadshow any releases over the next year.

**PRESTIGE DEPARTMENT:** Carl Foreman last week announced on his 21st year in the film industry that his next film will be based on a portion of the life of Sir Winston Churchill and that he has acquired the rights to two autobiographical works by the eminent statesman, "My Early Life" and "The World in Crisis." It will not be a documentary, and it will dwell on that part of his early life that is not so well known.

British actors will be used to portray Sir Winston, and it will be filmed in color and on location in India, South Africa, North Africa, as well as in Britain. Foreman expected to write the screenplay as well as to direct, and he hopes to work on the treatment in the spring and possibly start actual filming in the spring of 1965. While it will have a top budget, it was too early for him to comment on whether or not it will go roadshow. No title has been set, and he was positive that it would not resemble other film biographies.

Sir Winston's personal representative, Anthony Montague Brown, who was present at the conference, stated that the statesman was delighted to have Foreman do the film because of his fine record. Foreman, who considered this his most important film, will work closely with Churchill representatives on the casting, story, etc. Columbia will distribute worldwide.

**FILMS ACROSS THE BREAKFAST TABLE:** In case any of you faithful perusers are wondering whatever became of Betsy Blair, the actress, we can reliably inform you that she has become Mrs. Karl Reisz, and she doubts that she will ever return to the screen. Mayhaps she receives a measure of satisfaction from the activities of her husband, who is a film maker in England.

Over a spot of danish and coffee (she had tea), Reisz informed us that he has just about completed "Night Must Fall" as co-producer and director, with just some sound mixing to be done on the adaptation of the Esmyn Williams classic, which stars Albert Finney and should be ready around Christmas time.

He made it in England, where the couple reside, for 190,000 pounds in conjunction with Finney, a partner with him in Radford Films, and he has no desire to make films away from England. He produced "This Sporting Life," which has been a prize winner, and this resulted in MGM asking him to direct "Night Must Fall."

He was here to show Finney the completed footage and to confer with MGM home

(Continued on page 18)

STEVENS (Continued from page 5)

words: "I meet people occasionally who think that motion pictures, the product that Hollywood makes, is merely entertainment, has nothing to do with education. That's one of the darndest fool fallacies that is current. When I was a motion picture editor on the Chicago Daily News, we used to report what was a four handkerchief picture as distinguished from the two handkerchief picture. Anything that brings you to tears by way of drama does something to the deepest roots of your personality. All movies, good or bad, are educational, and Hollywood is the foremost educational institution on earth, with an audience that runs into an estimated 800 million to a billion. What, Hollywood, more important than Harvard? The answer is, not as clean as Harvard, but nevertheless, farther reaching."

Poet's words for a group of church people. Stevens might now be speaking in stage whispers meant for the industry's ears.

*If there is much within the tapestry of impressions that results from American films that we do not like, it most often has to do with films conceived without responsibility and produced with disregard for the sensitivity of the film-goer. . . . This calls for intelligent selection of film fare, which means looking beyond the star names on the marquee to search out the identity of the creators and the theme of their efforts.*

Since classical antiquity, the masks of Comedy and Tragedy have protected the sanctity of truth. The auditorium, the stage, the players—so little has changed. The poets, the artists will always fall heir to the same task of rediscovering man. Stevens "pontificating"—as he called his speech—does touch the base of this current rediscovery. Our truths—or lies—now have the world for an audience. And we question, is it profitable?

## Loew's Salutes Golden Agers

WILMINGTON, DEL. — Robert Carney, manager, Loew's Aldine, announced its participation in the Golden Age Movie Club plan being launched nationally by Loew's Theatres. Senior citizens, age 60 or over, are issued membership cards entitling the bearer to a substantial discount on the regular admission prices at all performances, including weekends and holidays, Carney said.

To enroll, the applicant provides the exhibitor with proof of age in the form of a driver's license, social security papers, an insurance policy, or other document. There are no dues or obligations, Carney said. Each member will be a guest of Loew's management on his or her birthday.

## Levine Joins Paramount

NEW YORK—Jesse G. Levine has joined the exploitation department of Paramount Pictures, it is announced by exploitation manager Bernard M. Serlin.

Levine will handle special home office assignments on national campaigns and also will be responsible for promotional activities in the Middle Atlantic states. Areas covered will include Philadelphia, Boston, Cleveland, Cincinnati, New Haven, Pittsburgh, Washington, and surrounding territories.

Levine was previously a field representative and campaign coordinator for Columbia Pictures. He also did special assignments for 20th Century-Fox.



# ALBANY

Area theatres remained closed until six-thirty p.m. on the day of mourning for the late President Kennedy. Exchanges also closed. . . . Bernard Diamond, former general manager, Schine Theatres and present general manager, Loew's Theatres, was guest at a farewell party in Gloversville tendered by Schiners' Club, including B'nai B'rith, and other friends. The Schiners presented him with a pen and pencil desk set. He had served the Schine organization for 23 years. Seymour H. (Sy) Evens, who had directed advertising, publicity and promotion for Schine Circuit since 1960, replaced Diamond. . . . Women's Auxiliary of Albany County Medical Society staged an afternoon film-fashion show in the uptown SW Madison. . . . Variety Club held a monthly meeting in the Schine Ten Eyck Hotel. Herb Katz, news staff of SW's Television Station WAST, was named co-chairman of the house committee; and Fred Shavor, WAST program manager, serves as press guy. . . . Rochester exhibitor Don R. Stevenson, has completed the first feature produced in the area, "Road Rebels." The feature was screened recently at the Starlite Drive-In. Distributors are now being contacted for national distribution.

# ATLANTA

J. F. Mincey, Tos Theatre Circuit, was in and announced that the Rox, Claxton, Ga., is now on week-end operation and the drive-in there is now open Fridays through Sundays. The Tos, Pembroke, is likewise open on week-ends only, while the Tos, Reidsville, is on a split week policy. . . . Beverly Resnick resigned from Universal accounting department, to assume housewife's duties. With her husband, she is now making their home in Jacksonville, Fla. . . . Mrs. Syble Barnes has been added to the staff at Universal. . . . Mrs. Mary Charles, secretary at Capital Releasing Corporation, has returned to her desk after a sick spell; and Saddle Vinson is also back following illness. . . . Reynolds Wilbanks, booker, Universal in Dallas, was in visiting with his many friends. He was with major exchanges here for many years. . . . Clayton Pantages, general sales manager, Cinema Distributors of America, and Daniel J. Loventhal, chief counsel, in from New York, were at the C.D.A. office in Mobile to meet with M. A. Ripps, president, and Robert Steurer, executive vice president.

# BOSTON

All theatres should play the National Anthem before or after each performance during the period of mourning for President Kennedy, which ends Dec. 22, the Boston Record American said editorially. . . . Carlton Productions, formed by four Boston men, announced they have received Bette Davis' approval in their proposal to star her in a motion picture based on the life of Mary Todd Lincoln. The four include Josh Baldwin, producer of the film, president of the organization, and previously associated with the Boston Opera Group and the Charles Playhouse of Boston; John B. Fisher, vice-president of the group, and a longtime acquaintance of Miss Davis; Eugene Barber, Brookline, Mass., who is writing the screenplay; and Terry Shuman, Jr., Needham, Mass., who is associate producer. Producer with Baldwin is named as Maurice Weiss, New York. They reported that Miss Davis has been promised delivery of the screenplay within five or six weeks.

No director has yet been named, and no distribution arrangements are completed. Production is planned for the late summer of 1964 with shooting on location in Springfield, Ill. The first film production of Carlton Productions, however, they said, will be a picture version of Walt Anderson's play, "Me Candido!" Baldwin and Weiss are to produce and Lloyd Richards, who directed "Raisin in the Sun," has been named director. Walter Reade-Sterling will distribute. . . . American International Pictures' branch office here is setting up a New England campaign for its holiday combination, "Samson and the Slave Queen" and "Goliath and the Sins of Babylon," with a search in each city where the bill is playing for a "Samson" and for a "Goliath." All regional winners will vie for the title of "Mr. New England's Samson-Goliath," with prizes of a trip to Boston, a day on the town, guesting at night clubs and theatres for two. Heralds will be furnished by AIP for the contest. . . . The Saxon has opened its boxoffice for the Dec. 11 world premiere of "The Cardinal," which was shot in Boston, Brookline, and Quincy in part, and has been endorsed by Richard Cardinal Cushing of Boston.

# BUFFALO

Members of the Women's League of Variety took gifts for patients in the Children's Hospital Rehabilitation Center. Gifts will be distributed to the children at a Christmas party to be sponsored by the League on Dec. 20 in the hospital. Mrs. Nicholas I. Fisher is chairman. Mrs. Frank B. Quinlivan was program chairman for the luncheon. . . . The second annual telethon sponsored by Tent 7, Variety Club, will be telecast by WKBW-TV (channel 7) on Feb. 1-2. The all-night program will benefit the Children's Hospital Rehabilitation Center. Last year, NBC-TV stars Lorne Greene and Bruce Yarnell did yeoman work in this cause at WGR-TV studios. This year, a number of ABC-TV performers will appear. . . . James C. Hagerty, former White House press secretary and now a vice-president of American Broadcasting-Paramount Theatres, Inc., was to be the speaker at the silver anniversary dinner of the Capitol Hill Club in Statler Hilton Hotel on Dec. 10. John M. Galvin, chairman of the executive committee, Marine Trust Co., and a member of Variety Club, has been elected president of the Capitol Hill Club and will be installed at the dinner. . . . Shea's Teck, closed since the engagement of "How the West Was Won" in August, will reopen on Christmas Day. Manager William Laney announces the initial attraction on a continuous performance policy will be MGM's "The Prize." . . . On Thursday, Dec. 26, in the

Golden Ballroom of Hotel Statler Hilton, the Rotary Club of Buffalo will play host to upwards of 700 members of civic organizations. Chief barker Nate Dickman will be at the head table and tables have been reserved for representatives of the motion picture industry. Tony Kolinski is affair chairman.

# CHICAGO

The closed Roxy, Berwyn, Ill., has been leased by the Schoenstadt circuit to Eal Colvin of Milwaukee, who reopened the house in November with a twin bill program. Colvin will do his own booking. Acquisition of the Roxy now brings six theatres under Schoenstadt management. . . . Balaban and Katz ran special advertising in Chicago newspapers on Thanksgiving Day, with borders in yellow and copy in bold red type, headed "Thanksgiving Happiness for All in Balaban and Katz Theatres." . . . Chicago Youth Centers will receive \$25,000 from the premiere of "It's a Mad, Mad, Mad, Mad World" at McVickers. The film has been reduced to a running time of three hours and 10 minutes now. Management reports good advance ticket sales. . . . Albert Overstreet, retired Bell and Howell executive, died. Survivors include his widow and two brothers. . . . W. C. Devry, well known theatre equipment man, was awarded the Cross of the Order of Merit of the Federal Republic of Germany at a dinner given in the grand ballroom of the Germania Club. Eugene Betz, German consul general, presented the award to Devry in recognition of services towards furthering amicable relations between West Germany and Chicago and the middle west. . . . Phil Brockstein, MGM publicity director for this territory, is better after his recent illness and is back on the job. . . . Joseph Learner, retired veteran theatre owner, died. He leaves surviving his widow and two sons. . . . Variety Club's theatre collections committee reports that the fund for LaRabida Sanatorium charity will exceed \$43,000. . . . Alliance Circuit has closed its drive-ins for the season, with the exception of its Lincoln Dale Outdoor. . . . Spiro Papas, executive of Alliance Theatres, and Seymour Simon, county board chairman, returned from Hollywood, where they attended the Talaria system display. . . . Rea Goldman, sister of Harry Goldman, United Artists exchange manager, and Dave Goldman, booking manager of Kohlberg Theatres, died of a heart attack. . . . Oscar Brotman, owner of the Loop, Hillside, and Carnegie theatres, is reported to have purchased the Aragon Ballroom from the Karzas family. The Aragon will continue as a ballroom. Brotman will take over the Aragon Jan. 15.



Richard Chamberlain, star, MGM's "Twilight Of Honor," recently packed them into RKO Keith's Memorial, Boston, during personal appearances to help promote the film. A highlight brought a teen-age panel onto the theatre's stage to meet and greet the popular star.





Encore doors were open Nov. 22 for the theatrical benefit for the Northern Illinois Chapter of the Fund for the Perceptually Handicapped Children. . . . "Cleopatra" will end its eight month run at B and K's State-Lake in mid-February, to be followed by "The Victors." . . . Cinestage and Todd in Chicago's loop are temporarily closed for lack of film product. Todd management is seeking films to reopen the houses. . . . Pickwick, Park Ridge, Ill., has been modernized, which includes installation of 1,438 of the newest type theatre seats by American Seating Co., and redecoration in all departments. Ronald Kuhlman is general manager. . . . Wagner Sign Service announces a new line of mounting equipment for the theatre trade. . . . The Better Films Council of Chicagoland have elected Mrs. William R. Raikula president. The opening meeting of the Council was held at the Y.W.C.A., at which Mrs. Myron Hartley, junior director of the Illinois Federation of Women's Clubs was the guest speaker. Mrs. Gordon B. Holland, Highland Park, Ill., is the Council's program chairman. . . . "Fun Club" has been formed by the Chicago Daily News and Sun-Times for their young newspaper readers, bringing the members tickets to movie shows. . . . Variety Club turned over \$43,000 to La Rabida Sanatorium, representing collections made from patrons during their theatre drive. . . . Seymour Simon, president, County Board, and attorney for Allied Theatres, was in New York City to look over botanical gardens, for the purpose of installing similar gardens in the Skokie Gardens of the Forest Preserve. . . . Task Force has been formed by Mayor Richard Daly to bring more conventions and visitors to Chicago. David Wallerstein, president of Balaban and Katz, is a leading member behind the Mayor's movement. Dale O'Brien is chairman of Task Force.

## CINCINNATI

Variety Tent Thrice, Vernon Manor, opened the pre-holiday season with an informal Film Row drop-in, Nov. 29. Al Kolkmeier, Universal manager, and Jack Quigley, 20th-Fox salesman, were chairmen of arrangements for the affair, which was the first in a series of parties scheduled during the coming holiday season in the Tent's new quarters. . . . Special Thanksgiving weekend matinees for young people in the Tri-State area were very well attended. . . . The Dominican Sisters, Springfield, O., held their annual charity show at the Chakeres' State, patrons being admitted free who brought two cans of food. . . . Dorothea Lang, MGM contract clerk, was the recipient of a watch in honor of her 25 years of company service. . . . M. M. Berger, MGM office manager, is the proud grandfather of a new baby boy. . . . Gerald J. Linneman, 57, manager of the Auto and Dent Theatres and a long-time Variety Club member, died Nov. 21.

## DALLAS

The Esquire is conducting a "Yum Yum" Girl Watching Contest. Males can join the Girl Watching Society by filling out an entry blank at the Esquire or any other Interstate theatre in the city. A name will be drawn from the entries at the conclusion of the "Under the Yum Yum Tree" engagement at the Esquire, and the winner will receive a chest and jewelry valued at \$400. Only men are eligible. . . . Carol Lynley, one of the stars of "The Cardinal," arrived here in behalf of the film. . . . George Sorenson, executive assistant to W. E. Mitchell, vice-

president in charge of Texas Consolidated Theatres, has returned to the home office following a trip to El Paso, Tex. . . . A wheel of fortune was installed in front of the Capri, and passersby were invited to stop and try their luck on the wheel for a free ticket to "The Wheeler Dealers." . . . J. D. Tippit, the police officer slain in Dallas by the accused assassin of President John F. Kennedy, was a part time employee at the Stevens Park Theatre on Sundays. . . . A suspected burglar was arrested by two policemen who were checking the Granada. He was found in the theatre after breaking and entering. . . . James O. Cherry, city manager here for the Interstate Theatres, has announced the start of the annual sale of gift books of theatres tickets at all local circuit theatres, the Palace, Majestic, Tower, Esquire, Village, Lakewood, Inwood, Wilshire and Circle. . . . Mail order tickets have been placed on sale for the forthcoming showing of the Stanley Kramer, Cinerama feature, "It's a Mad, Mad, Mad, Mad World" at the Capri, which opens on Dec. 20. Special holiday matinee showings will be held at 2 p.m., Saturday, Dec. 21, through Wednesday, Jan. 1.

## DETROIT

In Royal Oak, Mich., Detroit suburb, the 1,500-seat Royal Oak, operated by Community Theatres of Detroit, headed by Adolph and Irving Goldberg, was sold by a syndicate of investors, headed by Jason L. Honigman, Detroit attorney, which had held it for 10 years, to Ralph Conselyea, Royal Oak real estate broker. This is the third time the 35-year-old structure has changed hands. While the price was not revealed, it is known it had been offered for \$1 million. . . . Another step in the redevelopment of the downtown area has been announced. This will be known as Elmwood Park, and when completed will bring 4,000 families close to the downtown theatres. The first section will be completed by March, 1965, will have 1,100 dwelling units, and will consist of a 22 story apartment, several structures of five to eight stories, and 600 one to three story terrace-type units. The two additional sections are to be completed by 1967, and total cost of the three parts is given as \$20 million. Adjacent to it is the a-building Lafayette Park, which is approaching its capacity of 2,000, most of which are already housed there. . . . Nearly 400,000 persons have viewed "How the West Was Won," now in its 38th week at the Music Hall. Three extra performances were to be held at Thanksgiving time. A record-breaking contribution to the Cinerama box office have been the 49 special shows for students. To date, over 45,300 youths have purchased tickets to sell-out houses. The previous record was 43 during the 78-week run of "Seven Wonders of the World."

## HOUSTON

Hollywood film star Carol Lynley was a visitor here as part of a promotional tour in behalf of "The Cardinal," in which she shares top honors with Tom Tryon. . . . R. L. Lowe, who has been operating a theatre in South Houston, has purchased the Gem, Quitman, Tex., from Theo Miller. The Gem has been closed for about five years due to the illness of Miller, who had been in exhibition for 46 years and operated the Gem for the past 15 years. Lowe will move to Quitman with his family and will reopen the Gem after remodeling. He has been in South Houston for the past 13 years. . . . Al Lever, city manager, Interstate Theatre Circuit, has

announced the start of the local sales of the Interstate Christmas gift book of theatre tickets. The gift books, in four denominations, also offer free "bonus" tickets one in the \$3 book and increasing to four in the \$10 book. The coupons are good for admission at any Interstate theatre throughout the state. . . . All Interstate Theatres as well as other circuit houses throughout the city were closed on Nov. 25 until 5 p.m. out of respect for the late President. . . . A special educational discount coupon appeared in the local dailies for students and faculty to see "Wuthering Heights" at the Alabama. The regular admission was \$1 and with the coupon, the educational admission was just 50 cents. . . . The road show engagement of "Cleopatra" now in its 23rd week at the Tower has posted a closing notice of two weeks playing time. . . . The boxoffice has opened at the Windsor Cinerama for the showing of Stanley Kramer's "It's a Mad, Mad, Mad, Mad World." The local premiere will be on Dec. 19 for the benefit of the Men's Club of Temple Beth Israel for support of the Jewish Chautauqua Society. A Cinerama gift certificate, according to Charles Payne, managing director, will make the ideal Christmas gift. . . . The River Oaks is observing its 25th anniversary. In conjunction with the merchants of the River Oaks Center, the theatre is observing its 25th anniversary by registering patrons for prizes and is also distributing silver anniversary half price tickets for the current feature, "The Leopard." . . . Every Friday, a new talent search is held at the Rivoli. The bill includes two feature films and a regular stage show. . . . Returned by popular demand was another "Spook Frolic" at the six drive-ins operated by Stanley Warner of Texas.

## JACKSONVILLE

David E. Roper, energetic owner of the Enterprise Booking Service, reported that his firm acquired a new staff member when David E. Roper, Jr., was born to him and Mrs. Roper. . . . United Artists staff members broke the tape with the first announcement of a coming Christmas party. It will be held the evening of Dec 20 in the Gatepost Restaurant's party room for UA staffers and their families. . . . Following the great success of their first annual Christmas party for handicapped children of the city last year, WOMPI members are planning their 1963 party for the kids in the Studio Theatre on the seventh floor of the Florida Theatre Bldg. The party committee, headed by Vivian Ganas, will have a full line of refreshments, a Santa Claus and a Christmas tree, presents for all, and a selected screen program of holiday entertainment. . . . Leroy Griffith, who operates the Paris Follies, Miami Beach, and the Casino Follies, Tampa, has acquired the local suburban Roxy, formerly operated by Cecil Cohen. Closed for the past several months, the Roxy has been renamed the Roxy Follies and an early opening is planned by Griffith. . . . Doyle Luther has reopened the Lake, South Bay, an Everglades farming community, which was formerly operated by the late LeRoy Witherspoon. . . . Roy Bang, who operates the Star, Winter Park, and his son came in to book and buy. . . . Film Row offices closed on Monday, Nov. 25, in honor of the late President Kennedy. He was the most ardent movie fan ever to occupy the White House, and Florida exhibitors had arranged many advance screenings of outstanding motion pictures for him and his family at his father's home in Palm



Beach. . . . Alta Morrow, wife of Dunbar Morrow, who was stage manager of the downtown Florida for 36 years before ill health forced his retirement earlier this year, has joined manager Walt Meier's staff at the Florida. Dunny's place backstage has been taken over by R. M. Sligh, a veteran member of the stagehands' local union. Walt held a successful sneak preview of "Soldier in the Rain" in cooperation with Bob Bowers, Allied Artists manager. . . . Local drive-in owners have teamed up for series of joint institutional newspaper ads for their early bird shows on Sunday nights. They ask patrons to "come to the movies early and have the kids home in bed early for school tomorrow morning." . . . A. C. Lyles, Hollywood producer on the Paramount lot, left his usher's post at the local Florida 27 years ago to become a messenger boy for Paramount. His current production of "Stagecoach to Hell" has a cast of stars who are the children of old screen favorites to whom A. C. once delivered the daily fan mail. Called to his production partly for sentimental reasons and mainly because of their proven talents were Rex Bell, Jr., son of Clara Bow and the late cowboy star, Rex Bell; Lon Chaney, son of the late "makeup king" of the same name; Keenan Wynn, son of Ed Wynn; Jack Jones, son of Allan Jones; Gary Lewis, son of Jerry Lewis; and David Ladd, son of Alan Ladd.

When the number of polio cases in Duval County (Jacksonville) approached the proportions of a minor epidemic, the medical profession prepared a half-million doses of oral vaccine to be administered without cost at all county elementary schools the afternoon of Sunday, November 24. The WOMPI group here was the first organization to volunteer its services in the humanitarian work of getting the vaccine to the public. . . . Welcomed as new WOMPI members at a friendship meeting in the Motion Picture Charity Club were Rex Grimm, Warner Bros., and Mrs. Ray Foland who was Miss Peggy Bennett, until her marriage, of Craddock Films. . . . One of Filmrow's favorite workers, who has undergone years of expensive medical treatment, received with heartfelt gratitude a \$100 check from WOMPI to apply against his medical expenses. . . . A WOMPI Christmas party for residents of the All Saints Catholic Home for the Aged has been scheduled. . . . Gordon Craddock, who maintains a distribution office in the Florida Theatre Bldg., has taken over the Capitol Releasing Corp. accounts formerly handled by Bill Humphreys.

## MIAMI, FLA.

"It's A Mad, Mad, Mad, Mad World" will have its southern premiere as a benefit for the Opti-Mrs. Club of Miami Beach at the Sheridan Cinerama Theatre. A new Cinerama Single Lens Projection System is being installed. . . . Ralph Puckhaber, Florida State Theatres' publicist, reports that "Fantasia" is doing very well at the Coral, where it has been held over for a third week. . . . Wesley Bracken, formerly relief manager for Florida's State's local house, is now at the Florida, Ft. Lauderdale. Harold Cummings has been moved from the Florida, Ft. Lauderdale, to the Palms, West Palm Beach. . . . Gust Kavoris, manager of Boulevard, became a father—his first child, a daughter, Mary Ann. . . . Three Vespa scooters will be given away Friday-the-13th in the Coral Way, North Dade, and 27th Ave. Drive-Ins, as part of a "Happy-Go-Lucky" night. This will be combined with a "Shish Kabob-Marshmallow-

Wiener Roast" to make Friday-the-13th a "Lucky" day this year.

## MEMPHIS

William W. Kendall, 38, manager of the now dark Studio Art, who has been charged with exhibiting an obscene film, has had his Criminal Court trial postponed to Jan. 27. The defense attorneys have been given permission to take the print of the film from the clerk's office (Criminal Court) to view it. The film, "I Spit on Your Grave," a 90-minute French production, was confiscated by vice squad detectives last December. . . . "The Whole Truth and Nothing But," by Hedda Hopper, was reviewed at the Nov. 26 meeting of the Better Films Council. Plans were made for the Council's Dec. 4 Christmas party. . . . Rosewood, in suburban Memphis, has for the past month on week-ends offered a combined stage and screen bill. Ron Romero, who began operation of the house about two months ago, says business has tripled as a result of the vaudeville-film bill. Included on several recent programs have been Latin dances by Romero and his wife Ida, who have danced as a team in night-clubs. . . . The Nov. 26 meeting of the WOMPI was a dinner meeting at the home of Suzanne Johnson. Plans were made for the Christmas charities of the organization. . . . Dwight MacDonald, staff member of the New Yorker and Esquire, and nationally known screen and stage reviewer, told an audience at Lausanne School for Girls, where he appeared as lecturer, that movie censorship in America wastes itself on the wrong target, and that censorship was much wiser in Europe. He pointed out that in Europe violence is censored, whereas in the U.S. the emphasis is placed upon nudity and eroticism. "We ignore violence, sadism and brutality while forbidding sex. To sell our films in Europe we have to put in scenes with honest sex not permitted in the American version and cut out the brutality." The writer-speaker stated the great period of Hollywood was before 1930, when the banks moved in to control picture making, thereby producing movies looking like they had been made by committees. He confessed to a low tolerance for tv. . . . K. K. King has closed Dixie Drive-In, Searcy, Ark., until spring. Guy B. Amis has closed Laco Drive-In, Lexington, Tenn. Miss Genevieve Lovell has closed Lake Drive-In, Sardis, Miss. . . . "Take Her, She's Mine" was selected as the best-family-movie-of-the-month at the November meeting of the Better Films Council, and "Under the Yum Yum Tree" the best-adult-movie-of-the-month. . . . Iuka Drive-In, Iuka, Miss., has closed for the winter season. . . . Ten of the costumes from "Cleopatra" were on display at the local Sears store. The display brought renewed interest in the movie, which has been showing at Crosstown since June 26 at road show prices.

## NEW HAVEN-HARTFORD

Stanley Warner has named William Decker, for the past several years Danbury, Conn., city manager, as resident manager at the deluxe Strand, Hartford, succeeding Gerald Bouchard, who becomes manager of the Garde, New London. John Fournier, Garde manager, has resigned. John Scanlon III, who has been assigned to the College, Storrs, goes to Danbury to supervise the Palace and Empress. . . . Sampson and Spodick's expanding Nutmeg Theatre Circuit has a Wilton, Conn.,

Town Planning and Zoning Commission go-ahead for construction of a 600-seat theatre in the Gateway Shopping Center in that downstate town. The theatre, to be known as the Wilton, is sixth for S&S—other units are the Crown and Lincoln, New Haven; Fine Arts, Westport; County Cinema, Fairfield; and Norwalk, Norwalk. . . . Manny Friedman, Lockwood and Gordon's Cinerama, looks ahead to January premiere of "It's a Mad, Mad, Mad, Mad World." He has erected a lobby display of columns by Hartford Courant's Viggo Andersen and Hartford Time's Allen M. Widem written from Los Angeles premiere of the Stanley Kramer-UA-Cinerama presentation. Current Cinerama attraction is MGM-Cinerama's "How the West Was Won." . . . A spokesman for Connecticut's highway department says state highway needs could amount to \$2 billion during the next 30 years. Population increases, movement of families to suburbs, and increased use of the automobile will cause the big explosion.

## NEW ORLEANS

Edgar G. Doerr and Claude Bourgeois, owners-operators, Arabi, donated the use of the theatre and facilities for a dual kiddie canned goods' matinee sponsored by Hinton Causey Post 7194, Veterans of Foreign Wars. The food will be used in filling Christmas baskets for the needy in St. Bernard Parish. . . . The new 67 Drive-In, Texarkana, Ark., built by Ray T. Allen has suspended operation while work of surfacing the area is in progress. . . . Otto Preminger was in for the preview of "The Cardinal," RKO Orpheum. . . . Don Lynch has returned to his duties as advertising and publicity representative at Gulf States Theatres' home office from the Gulf Coast, where he filled in for vacationist Gene De Fallo, manager of drive-ins in the Gulfport-Biloxi area. . . . Lonnie Davis, Gulf States' booker, is back to work after a six weeks siege of illness which necessitated surgery. . . . The New Orleans Better Films Council held their annual orphans' Christmas party in the Jesuit High Auditorium. . . . Joe Poolych recently joined Don Kay Enterprises to handle advertising-exploitation of "Blood Feast" and other films. . . . Bernard and Lawrence Woolner plan to visit Italy, where they will check on films now in production. . . . WOMPI Mrs. Lillian Sherick, MPA staffer, is a new grandmother. . . . The son of WOMPI Mrs. Thelma Reinerth, MPA staff, is in Touro Infirmary suffering from a coronary attack. . . . Owner Jimmy Johnson states the name of the Gem, Dubach, has not been changed as recently reported. . . . Mrs. Edith Gee is going to keep the Village, Bonita, La., dark until early spring. . . . A. R. Caruth has limited the 51 Drive-In, Brookhaven, Miss., to week-ends only except during the Yuletide when it will except in full swing. . . . C. Ray is closing the Bayou Drive-In, Bayou La Datre, Ala., until spring. . . . Mrs. Fern Randall is closing the Fern Drive-In, Woodville, Miss., until spring.

## PHILADELPHIA

Motion Picture Associates held a general membership meeting at MGM exchange. . . . Condolences to John J. McFadden, Jr., formerly with RKO, upon the death of his father, J. J. McFadden, 93. . . . William H. Lee and Walter F. Thaete announce the for-



mation of a partnership for the practice of architecture under the name of Lee and Thaete Associates with offices at Six Penn Center Plaza. . . . Joe Solomon announced the acquisition of "Blood Feast" for distribution in the Philadelphia and Pittsburgh territories. . . . Loew's Aldine, Wilmington, Delaware, has closed until Dec. 26 when the remodelled and renovated house will re-open with Walt Disney's "The Sword In The Stone." Manager Robert Carney expects a delegation of Loew's New York City officials to attend the reopening ribbon-cutting ceremonies.

## SAN ANTONIO

George A. Kaczmar, manager, Josephine, operated by Cinema Arts Theatres, was host to 150 orphans for a special free preview of "Sinbad the Sailor," a full length animated cartoon feature which is having its world premiere showing at the Josephine. The children were from the Mexican Baptist Children's Home, Boysville, and the Protestant Children's Home. . . . Gordon Dunlap, manager, Azteca Film Exchange, was host to a special preview of the Mexican motion picture release, "La Casa de los Espantos," at the Teatro Nacional. . . . Gene Robinson has been named manager, Rigsby Drive-In, op-

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia, Pa. 19130  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200

## PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.

240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance



Robert Knox, manager, Warren, Los Angeles, inspects the mobile display which toured the area for a week prior to opening of United Artists' "TWICE TOLD TALES."

erated by Roy Moore, Jr. The circuit which bears his name also operates the South Loop 13, Alamo, and Mission drive-ins. . . . All Interstate Theatres were closed last Monday, Nov. 25, until 5 p.m., out of respect to President John F. Kennedy. . . . The Handy-Andy Supermarkets are offering discount coupons for children under 12 years of age to the current showing of Walt Disney's "The Incredible Journey" at the Olmos. . . . Visiting the city on a booking trip and a visit with Russell Barron, Jr., at the Independent Theatre Supply was Carlos Diaz, new owner, Carlos Theatre, Austin, Tex., which was formerly the Carver. . . . Again, by popular demand, a free weiner roast as well as a marshmallow toast was held at a "Spook Frolic" sponsored by the five local Stanley Warner of Texas drive-ins, the Fredericksburg Road, Park-Air, Town-Twin, Kelly, and Trail. The first was held on Halloween Eve. All the goodies were furnished by the theatres. On the screen were five spook hits. . . . George Watson, city manager, Interstate Theatres, has begun the sale of gift books of theatre tickets. . . . The 1934 Paramount version of "Cleopatra" was telecast on KONO-TV on Monday night, Dec. 2. The 20th Century-Fox version recently closed a run at the Broadway. . . . Ignacio Torres, manager, Alameda, downtown Spanish language showcase, has booked another stage show which opened Dec. 2 for a seven day run. The stage show was a special Christmas gift to the patrons of the Alameda with admission \$1 for adults and 20 cents for youngsters anytime including Saturday and Sunday. . . . Charles Cowart, Arena Drive-In, Silverton, Tex., announced that there will be three changes of program a week from now through January. At that time, he may cut his schedule to two changes per week, depending on attendance and the weather. . . . Mr. and Mrs. Wade Berryman have a one story indoor theatre with a seating capacity of 104 at their Matador Drive-In, Matador, Tex. They also operate the Rogue,

## THE NEW YORK SCENE (Continued from page 14)

office officials on the release of the entry, which is scheduled for April next. He turns out films at the rate of one yearly and sees no prospect of increasing that number. He has been discussing directing future films with Sam Spiegel and 20th Century-Fox, but nothing definite has emerged from these conversations.

An MGM spokesman admitted that the company is discussing promotion plans with Finney regarding the release while the star is appearing in the Broadway play, "Luther."

**THE METROPOLITAN SCENE:** Associated Motion Picture Advertisers annual Christmas party for Dec. 19 at the Picadilly with exhibitor Sam Horwitz in charge of the event. . . . Aside to Max Fried: Very sorry to hear of your loss and sincere condolences. . . . Record advance sale for Christmas show at the Radio City Music Hall . . . Unique (for these days anyhow) pressbook in color out on "The Cardinal," measuring as wide as the New York Times and almost as long and containing 16 pages of promotional aids for exhibitors.

## Md. Studies Proposal To Classify All Films

BALTIMORE, MD.—A special legislative committee on motion picture censorship has proposed that persons under 18 be barred from all films that the Maryland Board of Motion Picture Censors finds objectionable.

The new proposal would establish classification and require theatres to post signs in ticket windows that persons under 18 were not permitted. Violators of the proposed provision, whether theatre owner or ticket purchaser, would be subject to a fine of not over \$100.

Next month, the committee will submit its proposal to the Legislative Council. To become law, it would require approval by the General Assembly.

Meanwhile, Robert T. Marhenke, long a foe of censorship, operator of the Leo film Distributors, and formerly operator of the Pennington Theatre, Baltimore, has asked for the removal of Mrs. Louis E. (Rosalyn) Shecter, vice-chairman, Maryland State Board of Motion Picture Censors, on grounds of an alleged "conflict of interest." He called for her resignation on the ground that her husband is president of a real estate company that owns the building housing the Rex Theatre, Baltimore.

Norman Mason, censor board chairman, after consultation with Assistant Attorney General Robert F. Sweeney, denied Marhenke's charge and stated that Marhenke "is a habitual agitator of censor boards present and past."

## More On WB Winners

NEW YORK—The Albany, Charlotte, and Atlanta branches have retained the first three places, respectively, in Warner Bros.' "Winners from Warners" sales drive at the conclusion of the eighth week in the six-month drive.

None of the three, however, scored among the leaders in the eighth-week-only standings, with the top six places going to Calgary, Des Moines, Memphis, Minneapolis, Denver, and Indianapolis in that order.

downtown Matador, which features Spanish language films during the fall and early winter. . . . E. T. Borum, operator, Earth, indoor, and the Sunset Drive-In, Earth, Tex., is operating the Earth only on weekends, featuring Spanish language films on Saturday and Sunday nights. Borum reports that automation in the cotton fields is cutting down on the number of Mexican cotton pickers who travel to pick the crop, thereby reducing attendance.



# SERVISECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



DECEMBER 11, 1963 SECTION TWO  
VOL. 70, NO. 23

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy	COMP—Compilation	MD—Melodrama	NOV—Novelty
CAR—Cartoon	D—Drama	MU—Musical	TRAV—Travelogue
	DOC—Documentary	W—Western	

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama	DS—Dyaliscope	PC—Pathe Color	TE—Technirama
CS—CinemaScope	EC—Eastman Color	PV—Panavision	TS—Totalscope
DC—Deluxe Color	MC—MetroColor	RE—Reissue	VV—VistaVision
		TC—Technicolor	C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6303 BLACK ZOO—MD-88m.—(PV; C)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program
- 6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.
- 6304 55 DAYS AT PEKING—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain
- 6301 DAY OF THE TRIFFIDS, THE—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made
- GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western
- 6306 GUN HAWK, THE—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry
- 6210 PLAYROLL—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English
- 6302 PLAY IT COOL—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English
- 6305 SHOCK CORRIDOR—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant
- SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help

#### COMING FEATURES IN ORDER OF RELEASE

- Oct. WAR IS HELL—Tony Russell, Baynes Barron
- Dec. LIFE IN DANGER, A—Derren Nesbitt, Julie Hopkins
- Dec. NOW IT CAN BE TOLD—(C)—Robert Hutton, Sandra Dorne
- Jan. NAKED KISS, THE—Constance Towers, Anthony Eisley

#### COMING

STRANGLER, THE—Victor Buono

YANK IN VIET-NAM, A—Marshall Thompson

### AMERICAN INTERNATIONAL

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 716 BATTLE BEYOND THE SUN—MD-67m.—(C)—Edd Perry, Arla Powell—5033 (4-3-63)—Average outer space science fiction for the program—Filmgroup
- 810 BEACH PARTY—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles
- 705 BRAIN THAT WOULDN'T DIE, THE—MD-71m.—Jason Evers, Virginia Leith—5021 (2-20-63)—Okay horror programmer
- ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English
- 807 FREE, WHITE AND 21—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick
- 812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry
- 706 INVASION OF THE STAR CREATURES—C-70m.—Bob Hall, Frankie Ray—5021 (2-20-63)—For the duallers
- 802 MIND BENDERS, THE—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentations involving the mind—English
- 718 NIGHT TIDE—D-84m.—Dennis Hopper, Linda Lawson—5033 (4-3-63)—For the duallers—Filmgroup
- 803 OPERATION BIKINI—D-80m. (Part Color)—Tab Hunter, Eva Six, Frankie Avalon—5033 (4-3-63)—War-time adventure for the program
- PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain
- 717 RAVEN, THE—CD-86m.—(PV; C)—Vincent Price, Hazel Court, Peter Lorre, Boris Karloff—5013 (1-23-63)—Good horror comedy entry.
- 715 REPTILICUS—MD-81m.—(C)—Zsbjorn Anderson, Ann Smyrner—5009 (1-9-63)—Fair monster entry—Made in Denmark; dubbed in English
- 714 SAMSON AND THE 7 MIRACLES OF THE WORLD—MD-80m.—(ColorScope)—Gordon Scott, Yoko Tani—5021 (2-20-63)—Exploitable program entry—Italian; dubbed in English
- 804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63) Average entry for horror fans
- 813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English
- 809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093 (9-25-63) Superior science fiction entry holds interest
- 805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

#### TO BE REVIEWED

BLACK SABBATH—(EC)—Boris Karloff

CALIFORNIA—Jock Mahoney

CAPTIVE CITY—(C)—David Niven, Ben Gazzara—Italian-made

COMEDY OF TERRORS, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff

DEMENTIA #13—William Campbell, Luana Anders—Filmgroup

FEAR—Boris Karloff

FLIGHT INTO FRIGHT—John Saxon, Leticia Roman

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectionable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

#### A

- |                                 |         |
|---------------------------------|---------|
| • Act One                       | WB      |
| Air Patrol                      | A1 Fox  |
| All The Way Home                | A2 Par. |
| Amazons of Rome                 | A2 UA   |
| • America, America              | WB      |
| • Americanization of Emily, The | MGM     |
| • Amok                          | Fox     |
| Any Number Can Win              | A2 MGM  |
| • Aphrodite, Goddess Of Love    | Emb.    |
| Army Game, The                  | For.    |
| Aruro's Island                  | B MGM   |
| As Nature Intended              | For.    |
| Auntie Mame—Re.                 | A3 WB   |

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



## B

Battle Beyond the Sun (Filmgroup)	A-1
Beach Party	A3 A-1
Bedtime Story	U
Bear, The	A1 Emb
Behold A Pale Horse	Col.
Beauty And The Beast	A1 UA
Becket	Par.
Bell, Bare and Beautiful	Misc.
Best Man, The	UA
Big Risk	A3 UA
Birds, The	A2 U-1
Black Sabbath	A1
Black Gold	A1 WB
Black Zoo	A2 AA
Brain That Wouldn't Die, The	B A1
Brass Bottle, The	A1 U
Bristle Face	BV
Buddha	For.
Bunny Yeager's Nude Camera	Misc.
Burning Court, The	A2 For.
Bye, Bye Birdie	A3 Col.

## C

Cairo	A3 MGM
California	A3 A1
Call Me Bwana	A2 UA
Captain Newman, M.D.	U
Captain Sinbad	A1 MGM
Captive City	A1
Cardinal, The	A3 Col.
Caretakers, The	A3 UA
Carpetbaggers, The	Par.
Castilian, The	A2 WB
Cattle King	A1 MGM
Ceremony, The	A3 UA
Chalk Garden, The	U-1
Charde	A2 U-1
Cheyenne Autumn	WB
Child Is Waiting, A	A2 UA
Children Of The Damned	MGM
Chushingura	A2 For.
Circus World	Par.
Cleopatra	B Fox
Clown And The Kid, The	A1 UA
Come Blow Your Horn	A3 Par.
Come Fly With Me	A2 MGM
Come September-Re	A3 U
Comedy of Terrors, The	A1
Company Of Cowards, The	MGM
Condemned Of Altona, The	A3 Fox
Congo Vivo	Col.
Conjugal Bed, The	B EMB
Cool Mikado, The	UA
Corridors Of Blood	A3 Misc.
Counterfeiters Of Paris, The	A3 MGM
Court Martial	A2 UA
Courtship Of Eddie's Father, The	A2 MGM
Creation Of The Humanoids, The	Misc.
Crimson Blade, The	A1 Col.
Critic's Choice	A3 WB
Cry Of Battle	B AA

## D

Dark Purpose	U
Daughter Of The Sun God	Misc.
Day And The Hour, The	A2 MGM
Day Mars Invaded Earth, The	A1 Fox
Day Of The Triffids, The	A2 AA
Dead Ringer	WB
Dementia (Filmgroup)	B A-1
Diamond Head	B Col.
Diary Of A Madman	A2 UA
Dime With A Halo	A3 MGM
Distant Trumpet, A	WB
Dr. Crippen	A3 WB
Dr. No	B UA
Dr. Strangelove	Col.
Donovan's Reef	A2 Par.
Don't Give Up The Ship-Re	A3 Par.
Drums Of Africa	A1 MGM
Dubious Patriots, The	UA
Dual Of The Titans	A2 Par.

## E

8 1/2	A4 Emb.
Emil And The Detectives	BV
Empty Canvas, The	Emb.
Ensign Pulver	WB
Erik, The Conqueror	A2 A-1
Europe In The Raw	Misc.
Eyes Of Annie Jones	Fox

## F

Face In The Rain	Emb.
Fail Safe	Col.
Fall Guy, The	Misc.
Fall Of The Roman Empire	Par.

GOLIATH AND THE SINS OF BABYLON—(Techniscope; TC)—Mark Forest  
 ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester  
 MASQUE OF THE RED DEATH, THE—Vincent Price, Hazel Court  
 MUSCLE BEACH PARTY—Frankie Avalon, Annette Funicello  
 SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele  
 SOME PEOPLE—(C)—Kenneth More  
 TORPEDO BAY—James Mason, Lilli Palmer  
 TWELVE GUNS EAST—Stewart Granger  
 UNDER AGE—Anne MacAdams, Roland Royter

## BUENA VISTA

## DISTRIBUTED DURING THE PAST 12 MONTHS

- FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors  
 INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation  
 136 IN SEARCH OF THE CASTAWAYS—CD-100m.—(TC)—Maurice Chevalier, Hayley Mills, George Sanders—5005 (12-19-62)—Another Disney winner for family trade—English  
 141 MIRACLE OF THE WHITE STALLIONS—D-118m.—(TC)—Robert Taylor, Lilli Palmer, Curt Jurgens—5033 (4-3-63)—Interesting adventure drama—Filmed in Austria  
 143 SAVAGE SAM—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney meller.  
 140 SON OF FLUBBER—C-100m.—Fred MacMurray, Nancy Olson, Ken Murray—5013 (1-23-63)—Disney comedy sequel should be hit with family audiences  
 144 SUMMER MAGIC—CD-108m.—(TC)—Hayley Mills, Burl Ives, Dorothy Mcguire—5061 (6-26-63)—Another Disney family entertainment  
 SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddles and the young in heart  
 20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—509B (10-9-63)—Reissue is high rating Disney feature  
 YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

## TO BE REVIEWED

BRISTLE FACE—Brian Keith, Jeff Donnell  
 EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell  
 MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke  
 MISADVENTURES OF MERLIN JONES, THE—(TC)—Annette, Tommy Kirk  
 MOON-SPINNERS, THE—Hayley Mills, Eli Wallach  
 THREE LIVES OF THOMASINA—(TC)—Patrick McGeehan, Susan Hampshire  
 TIGER WALKS, A—(TC)—Brian Keith, Vera Miles Sabu  
 THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

## COLUMBIA

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 719 BYE BYE BIRDIE—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment  
 CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts  
 715 DIAMOND HEAD—D-107m.—(PV; EC)—Charlton Heston, Yvette Mimieux, France Nuyen—5009 (1-9-63)—Lush settings, names boost drama's appeal  
 721 FURY OF THE PAGANS—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program  
 GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy  
 IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France  
 722 JASON AND THE ARGONAUTS—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects  
 003 JUST FOR FUN—MU-72m.—Mark Wynter, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English  
 714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
 L-SHAPED ROOM, THE—D-125m.—Leslie Caron, Tom Bell—5051 (5-29-63)—Absorbing tale of girl's problem—English—Davis-Royal  
 718 MAN FROM THE DINERS' CLUB, THE—C-96m.—Danny Kaye Cara Williams—5034 (4-3-63)—Cute comedy with Kaye touch  
 MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery meller—English made  
 OLD DARK HOUSE, THE—CMD-86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made  
 REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.  
 RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad  
 SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England  
 006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work  
 001 13 FRIGHTENED GIRLS—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer  
 UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemon, Carol Lynley, Dean Jones—509B (10-9-63)—Amusing romantic comedy  
 VICTORS, THE—D-175m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

## COMING FEATURES IN ORDER OF RELEASE

Jan. STRAIT-JACKET—Joan Crawford, John Anthony Hayes  
 DR. STRANGELOVE—Peter Sellers, Sterling Hayden

## COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn  
 CONGO VIVO—Jean Seabastian, Bachir Toure  
 CRIMSON BLADE, THE—Lionel Jeffries, June Thorburn—English  
 FAIL SAFE—Henry Fonda, Dan O'Herlihy  
 FASTEST GUN, THE—(C)—Audie Murphy, Merry Anders  
 FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer  
 GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider  
 I LOVE, YOU LOVE—(Ultrascopes; C)—Don Jada's Japanese Revue, Red Army Choir, Moise Ballet  
 LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda  
 LONG SHIPS, THE—TE; TC)—Richard Widmark Sidney Poitier, Leslie Parrish  
 NEW INTERNS, THE—Michael Callan, Stefanie Powers  
 PLAYBOY—(C)—Tony Curtis  
 PLAY IT COOLER—Anthony Newly, Anne Aubrey  
 PSYCHE 59—Curd Jurgens, Patricia Neal  
 PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English  
 SENILITA—Anthony Franciosa, Claudia Cardinale  
 SWINGIN' MAIDEN, THE—Michael Cragg, Anne Helm, Jeff Donnell  
 THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field  
 TRAVELING LADY, THE—Steve McQueen, Lee Remick  
 WATCH IT, SAILOR—Dennis Price Marjorie Rhodes  
 WHISTLE YOUR WAY BACK HOME—(C)—Feature Cartoon

## EMBASSY

B 1/2—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles  
 CONJUGAL BED, THE—CD-90m.—Ugo Tognazzi, Vldady—5094 (9-25-63)—Well-made, entertaining import—italian made; English titles



**FACE IN THE RAIN, A—D-81m.—Rory Calhoun, Marina Bertl, Niall MacGinnis—5029 (3-20-63)—Supense in war for program**  
**—Italian; English language**  
**LANDRU—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles**  
**LOVE AT TWENTY—D-113m.—Jean-Pierre Leaud, Eleanora Rossi Drago—5021 (2-20-63)—Exploitable entry for art sports—**  
**Filmed abroad; English titles**  
**MADAME—CD-104m.—(TE; TC)—Sophia Loren, Robert Hossein—5025 (3-6-63)—Exploitable offering for art and other spots**  
**—Italian made; Dubbed in English**  
**NIGHT IS MY FUTURE—D-87m.—Mai Zetterling, Birger Malmsten—5009 (1-9-63)—Interesting Ingmar Bergman import—Swed-**  
**ish; English titles**  
**WOMEN OF THE WORLD—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and**  
**anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration**

#### COMING

Mar. BEAR, THE—Renato Rascal, Francis Blanche  
 April APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey  
 June PASSIONATE THIEF, THE—Anna Magnani  
 June YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French  
 July LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle  
 LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo  
 Sept. THREE PENNY OPERA—Curt Jurgens, June Ritchie  
 Oct. GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance  
 Nov. EMPTY CANVAS, THE—Bette Davis, Horst Buchholz  
 ONLY ONE NEW YORK—Documentary  
 YESTERDAY, TODAY AND TOMORROW—Sophia Loren, Marcello Mastroianni

#### MGM

#### DISTRIBUTED DURING THE PAST 12 MONTHS

5421 ANY NUMBER CAN WIN—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made;  
 English titles  
 315 ARTURO'S ISLAND—D-90m.—Reginald Kernan, Vanni De Maigret, Key Meersman—5009 (1-9-63)—Interesting import for art  
 houses—Italian—English titles  
 316 CAIRO—MD-91m.—George Sanders, Richard Johnson—5017 (2-6-63)—Okay crime programmer in Egyptian locale  
 326 CAPTAIN SINDBAD—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertain-  
 ment—Filmed abroad  
 331 CATTLE KING—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053 (6-12-63)—Large scale western  
 322 COME FLY WITH ME—CD-109m.—(PV; MC)—Dolores Hart, Hugh O'Brien, Karl Boehm—5084 (4-3-63)—Romantic adven-  
 tures of three airline hostesses  
 313 COUNTERFEITERS OF PARIS, THE—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic  
 charm and Jean Gabin—French; English titles  
 321 COURTSHIP OF EDDIE'S FATHER, THE—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—  
 Fine entertainment for everyone  
 318 DIME WITH A HALO—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program  
 327 DRUMS OF AFRICA—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program  
 FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made;  
 English titles  
 330 FLIPPER—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment  
 320 FOLLOW THE BOYS MUC—95m.—(PV; MC)—Connie Francis, Paula Prentiss, Ron Randell—5022 (2-20-63)—Moderate musical  
 aimed at teen audiences  
 319 FOUR DAYS OF NAPLES, THE—D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring import deserves highest  
 rating—Italian; English titles  
 401 HAUNTING, THE—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
 317 HOOK, THE—D-98m.—(PV)—Kirk Douglas, Robert Walker—5013 (1-23-63)—Interesting, well-made drama about men in war  
 HOW THE WEST WAS WON—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-  
 21-62)—The greatest western spectacle; tops them all  
 406 HOOTENANNY HOOT—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new coun-  
 try music craze  
 325 IN THE COOL OF THE DAY—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-28-63)—Fairly interesting romance  
 323 IT HAPPENED AT THE WORLD'S FAIR—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on  
 Presley draw  
 307 MAIN ATTRACTION, THE—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus  
 background—Filmed in England and Italy  
 340 MONKEY IN WINTER—D-104m.—Jean Gabin, Jean-Paul Belmondo, Suzanne Flon—5017 (2-6-63)—Okay entry for art spots—  
 French; English titles  
 403 MURDER AT THE GALLOP—CD-81m.—(PV)—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in  
 another delightful mystery-comedy—English  
 355 MUTINY ON THE BOUNTY—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating ad-  
 venture entry  
 305 PASSWORD IS COURAGE—CD-116m.—Dirk Bogarde, Maria Perschy—5010 (1-9-63)—Exciting, well-made P.O.W. comedy drama  
 —English  
 PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action  
 boost plush drama—Partly made in Sweden  
 324 RIFI IN TOKYO—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made  
 in Japan  
 306 SAVAGE GUNS, THE—W-85m.—(MC; MS)—Richard Basehart, Marie Grenada—5022 (2-20-63)—Average western for program  
 Made in Spain  
 309 SEVEN SEAS TO CALAIS—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure  
 —Italian; spoken in English  
 328 SLAVE, THE—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made  
 dubbed in English  
 SQUARE OF VIOLENCE—MD-113m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made  
 333 TARZAN'S THREE CHALLENGES—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan  
 adventure—Filmed abroad  
 334 TICKLISH AFFAIR, A—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy  
 aimed at family audiences  
 409 TWILIGHT OF HONOR—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting  
 trial drama for adults  
 404 WHEELER DEALERS, THE—C-106m. (PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright,  
 star-filled farce  
 356 WONDERFUL WORLD OF THE BROTHERS GRIMM, THE—CDFAN-129m.—(CN; TC)—Laurence Harvey, Claire Bloom, Wal-  
 ter Slezak—4958 (7-25-62)—High rating  
 336 YOUNG AND THE BRAVE, THE—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer  
 402 V.I.P.'s THE—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent  
 names—English made

#### COMING FEATURES IN ORDER OF RELEASE

DAY AND THE HOUR, THE—Simon Signoret, Stuart Whitman  
 TWO ARE GUILTY—(Dailyscope)—Anthony Perkins, Jean Claude Brialy  
 VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hasseln  
 GOLDEN ARROW, THE—(TE; EC)—Tab Hunter, Rosanna Padesta  
 TIKO AND THE SHARK—(WS; C)—Tahitian Cast  
 GLADIATORS SEVEN—(CS)—Richard Harrison  
 Jan. CHILDREN OF THE DAMNED—Jan Hendry, Alan Badel—England  
 Feb. SUNDAY IN NEW YORK—(MC)—Jane Fonda, Cliff Robertson

#### COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas  
 COMPANY OF COWARDS, THE—(PV)—Glenn Ford, Stella Stevens, Jim Backus  
 GLOBAL AFFAIR, A—Bob Hope, Lilo Pulver, Yvonne DeCarlo  
 GOLD FOR THE CAESARS—(C)—Jeffrey Hunter  
 GUNFIGHTERS AT CASA GRANDE—Alex Nicol  
 HONEYMOON HOTEL—Robert Goulet, Nancy Kwan  
 KISSIN' COUSINS—(PV; MC)—Elvis Presley, Pamela Austin  
 LOOKING FOR LOVE—(MC)—Connie Francis, Jim Hutton  
 LOVE CAGE—Jane Fonda, Alan Delon  
 MAIL ORDER BRIDE—(PV; MC)—Buddy Ebsen, Kier Dullea  
 MGM'S BIG PARADE OF COMEDY—Compilation  
 MURDER MOST FOUL—Margaret Rutherford, Terry Scott  
 NIGHT MUST FALL—Albert Finney—English  
 NIGHT OF THE IGUANA—Richard Burton, Ava Gardner, Deborah Kerr  
 OF HUMAN BONDAGE—(PV; MC)—Kim Novak, Laurence Harvey  
 POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley

Family Diary ..... A2 MGM  
 Fantasia—Re. .... A2 BV  
 Farewell To Arms, A—Re. .... B Fox  
 • Fastest Gun, The ..... Col.  
 • Fear ..... A-1  
 55 Days At Peking ..... A1 AA  
 Firebrand ..... B Fox  
 • First Men In The Moon ..... Col.  
 Five Miles To Midnight ..... A3 UA  
 • Flight From Ashiya ..... UA  
 • Flight Into Frilght ..... A-1  
 Flipper ..... A1 MGM  
 Follow The Boys ..... 8 MGM  
 For Love Or Money ..... B U-I  
 • For Those Who Think Young .... UA  
 Four Days Of Naples ..... A2 MGM  
 • Four For Texas ..... WB  
 Free White and 21 ..... B A-1  
 French Came, The ..... For.  
 Freud: The Secret Passion ..... A4 U-I  
 • From Russia, With Love ..... UA  
 Fruit Is Ripe ..... For.  
 Fun In Acapulco ..... A3 Par.  
 Fury Of The Pagans ..... A2 Col.

#### G

Gathering Of Eagles, A ..... A1 U-I  
 • Ghost At Noon ..... Emb.  
 Giant—Re ..... A1 WB  
 Gidget Goes To Rome ..... A1 Col.  
 Girl Hunters, The ..... B For.  
 • Girl With Green Eyes ..... UA  
 • Gladiators Seven ..... MGM  
 • Global Affair, A ..... MGM  
 • Gold For The Caesars ..... MGM  
 • Golden Arrow, The ..... MGM  
 • Goliath And The Sins Of .....  
 Babylon ..... A-1  
 Gone Are The Days ..... A2 Misc.  
 • Good Neighbor Sam ..... Col.  
 • Good Soup, The ..... Fox  
 Great Caruso, The—RE ..... A1 Misc.  
 Great Escape, The ..... A1 UA  
 • Great Race, The ..... WB  
 Great Van Robbery, The ..... A1 UA  
 • Greatest Story Ever Told, The .. UA  
 Greenwich Village Story ..... Misc.  
 Gunfight At Comanche Creek .. A3 AA  
 Gunfight at the OK  
 Corral—Re. .... B Par.  
 • Gunfighter At Casa Grande .... MGM  
 Gunfight At Comanche Creek ..... MGM  
 • Gunhand, The ..... U  
 Gun Hawk, The ..... B AA

#### H

Hand Of Death ..... A2 Fox  
 Harbor Lights ..... A2 Fox  
 Haunted Palace ..... A2 A-1  
 Haunting, The ..... A2 MGM  
 • He Rides Tall ..... U  
 Head, The ..... B For.  
 Heavenly Bodies ..... Misc.  
 Heavens Above ..... A3 For.  
 • Here's Las Vegas ..... UA  
 • Hide And Seek ..... A2 U  
 • Honeymoon Hotel ..... MGM  
 Hook, The ..... A2 MGM  
 Hootenanny Hoot ..... A2 MGM  
 Hot Money Girl ..... For.  
 House Of The Damned ..... A2 Fox  
 Householder, The ..... A2 For.  
 How The West Was Won ..... A1 MGM  
 Hud ..... A3 Par.

#### I

I Could Go On Singing ..... A3 UA  
 • I Love, You Love ..... C Col.  
 Incredible Journey, The ..... BV  
 In Search Of The Castaways ... A1 8V  
 In The French Style ..... A3 Col.  
 In The Cool Of The Day ..... B MGM  
 • Incredible Mr. Limpet, The .... A1 WB  
 Invasion Of The Star Creatures . A1 A-1  
 • Invitation To A Gunfighter .... UA  
 Irma La Douce ..... B UA  
 Island Of Love ..... B WB  
 • Island Of The Blue Dolphins .. U  
 It Happened At The World's Fair A2 MGM  
 • It's Alive ..... A1  
 It's A Mad, Mad, Mad, Mad  
 World ..... A1 UA

#### J

Jason and the Argonauts ..... A1 Col.  
 Johnny Cool ..... B UA  
 Julie The Redhead ..... For  
 Just For Fun ..... A2 Col.



## K

King Kong vs. Godzilla	A1	U
Kings Of The Sun		UA
Kiss Of The Vampire	A2	U
Kisses For My President		WB
Kissin' Cousins		MGM

## L

L-Shaped Room, The	A4	Col.
Ladies Who Do		For.
Ladybug, Ladybug		UA
Lady For A Knight		UA
Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
La Poupée		For.
Landru	B	Emb.
Lassie's Great Adventure	A1	Fox
Last Train From Gun Hill, The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
Law Of The Lawless		Par.
Lazarillo	A2	For.
Le Amiche (The Girl Friends)		For.
Leopard, The	A3	Fox
Life In Danger, A	A2	AA
Light Fantastic, The	B	Emb.
Light Of Day, The		UA
Lilies Of The Field, The	A1	UA
Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
Long Absence, The	A2	For.
Long Ships, The		Col.
Longest Day, The	A1	Fox
Looking For Love		MGM
Lord Of The Flies	A2	For.
Love At Twenty	A3	EMB
Love Cage		MGM
Love Is A Ball	A3	UA
Love Makers, The		Emb.
Love With The Proper Stranger		Par.
Lover Come Back—Re.	B	U

## M

Madame	B	Emb.
Mail Order Bride		MGM
Main Attraction, The	B	MGM
Man From The Dinners' Club	A1	Col.
Man From Galveston, The		WB
Man In The Middle		Fox
Man Who Knew Too Much, The—RE	A1	Par.
Maniac	A3	Col.
Man's Favorite Sport?		U-I
Marilyn	B	Fox
Marnie		U
Mary Poppins		BV
Marriage Of Figaro	A3	For.
Mary, Mary	A2	WB
Masque Of The Red Death		A1
MGM's Big Parade Of Comedy		MGM
McLintock	A1	UA
Merlin Jones		BV
Mighty Ursus	A2	UA
Mill Of The Stone Women		For.
Mind Benders, The	A3	A-I
Miracle Of The White Stallions	A1	BV
Misadventures Of Merlin Jones		BV
Monkey In Winter	A3	MGM
Monstrosity		Misc.
Moon-Spinners, The		BV
Mouse On The Moon	A1	For.
Move Over, Darling		Fox
Murder At The Gallop	A1	MGM
Murder Most Foul		MGM
Muriel	A3	For.
Muscle Beach Party	A1	
Mutiny On The Bounty	A2	MGM
My Fair Lady		WB
My Hobo		For.
My Life To Live	C	For.
My Name Is Ivan	A2	For.
My Six Loves	A1	Par.
My Son, The Hero	A1	UA
Myster Submarine	A1	U-I

## N

Naked Autumn		For.
Naked Kiss, The		AA
Natives Are Restless Tonight, The		MGM
Nature's Sweethearts		Misc.
New Interns, The		Col.
New Kind Of Love, A	B	Par.
Night Is My Future	B	Emb.
Night Must Fall		MGM
Night Of The Iguana		MGM
Night Tide (Filmgroup)		A-I
Nine Hours To Rama	A3	Fox
Now It Can Be Told		AA
Nutty Professor, The	A1	Par.

## O

Of Human Bondage		MGM
Of Love And Desire	B	Fox
Old Dark House, The	A2	Col.
One Man's Way		UA
Operation Bikini	B	A-I
Only One New York		Emb.
Ordered To Love		For.
Out-Of-Towners, The		WB

**RHINO**—(MC)—Harry Guardino, Robert Culp  
**SEVEN FACES OF DR. LAO, THE**—(WS; C)—Tony Randall, Barbara Eden  
**SIGNPOST TO MURDER**—(PV)—Joanne Woodward, Stuart Whitman  
**SMOG**—(WS)—Annie Girardot, Renato Salvatore  
**TAMAHINE**—(C)—Nancy Kwan, John Fraser  
**UNSINKABLE MOLLY BROWN, THE**—(PV; MC)—Debbie Reynolds, Harve Presnell  
**VILLAGE OF DAUGHTERS**—Eric Sykes, Gregoire Aslan  
**VIVA LAS VEGAS**—PV; MC)—Elvis Presley, Ann Margret

## PARAMOUNT

## DISTRIBUTED DURING THE PAST 12 MONTHS

6307	ALL THE WAY HOME	D-103m.	Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6221	COME BLOW YOUR HORN	C-112m.	(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220	DONOVAN'S REEF	CD-107m.	(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301	DON'T GIVE UP THE SHIP	C-89m.	Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217	DUEL OF THE TITANS	MD-90m.	(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
6305	FUN IN ACAPULCO	MU-100m.	(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
R6218	GUNFIGHT AT THE O.K. CORRAL	W-122m.	(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216	HUD	D-112m.	(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
R6223	LAST TRAIN FROM GUN HILL, THE	W-94m.	(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
R6214	MAN WHO KNEW TOO MUCH, THE	MD-120m.	(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller
6213	MY SIX LOVES	CD-101m.	(TC)—Debbie Reynolds, Cliff Robertson—5025 (3-6-63)—Warm, entertaining family treat
6304	NEW KIND OF LOVE, A	C-110m.	(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219	NUTTY PROFESSOR, THE	C-107m.	(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6212	PAPA'S DELICATE CONDITION	C-98m.	(TC)—Jackie Gleason, Glynis Johns—5022 (2-20-63)—Comedy offers fun for the family
	PARIS PICK-UP	D-90m.	Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
R6302	ROCK-A-BYE BABY	C-116m.	(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
	SON OF CAPTAIN BLOOD	MD-88m.	(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
R6308	TO CATCH A THIEF	MYC-106m.	(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215	TROUBLE WITH HARRY, THE	C-99m.	(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309	VERTIGO	MD-127m.	(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
	WHO'S BEEN SLEEPING IN MY BED?	C-103m.	(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6207	WHO'S GOT THE ACTION	C-93m.	(PV; TC)—Dean Martin, Lana Turner, Eddie Albert—5006 (12-19-62)—Names aid moderately amusing farce
	WHO'S MINDING THE STORE?	C-90m.	(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
6303	WIVES AND LOVERS	C-103m.	Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

## COMING FEATURES IN ORDER OF RELEASE

Jan.	LADY IN A CAGE	Olivia de Havilland, Jeff Corey, Ann Sothorn
Feb.	LOVE WITH THE PROPER STRANGER	Steve McQueen, Natalie Wood
Feb.	SEVEN DAYS IN MAY	Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner

## COMING

**BECKET**—(PV; EC)—Richard Burton, Peter O'Toole  
**CARPETBAGGERS, THE**—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer  
**CIRCUS WORLD**—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth  
**FALL OF THE ROMAN EMPIRE**—(UltraPV; TC)—Sophia Loren, Stephen Boyd  
**LAW OF THE LAWLESS**—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix  
**PARIS WHEN IT SIZZLES**—(TC; PV)—William Holden, Audrey Hepburn  
**ROBINSON CRUSOE ON MARS**—(TS; TC)—Paul Mantee, Vic Lundin  
**STAGECOACH TO HELL**—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady  
**WHERE LOVE HAS GONE**—(TS; TC)—Susan Hayward, Bette Davis

## 20TH CENTURY-FOX

## DISTRIBUTED DURING THE PAST 12 MONTHS

216	AIR PATROL	MD-70m.	(CS)—Willard Parker, Merry Anders—5014 (1-23-63)—Average police meller
304	DAY MARS INVADED EARTH, THE	MD-70m.	(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
	CLEOPATRA	D-221m.	(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312	CONDEMNED OF ALTONA, THE	D-114m.	Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
320	FAREWELL TO ARMS, A	D-123m.	(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
217	FIREBRAND, THE	W-63m.	(CS)—Kent Taylor, Lisa Montell, Valentin De Vargas—5010 (1-9-63)—Okay western
212	HAND OF DEATH	MD-62m.	(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317	HARBOR LIGHTS	MD-68m.	(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313	HOUSE OF THE DAMNED	MD-62m.	(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers
311	LEOPARD, THE	D-165m.	(CS; DC)—Burt Lancaster, Alain Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
221	LONGEST DAY, THE	D-180m.	(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
302	MARILYN—DOC.	—83m.	(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
	MOVE OVER DARLING	C-103m.	(CS; DC)—Doris Day James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
307	NINE HOURS TO RAMA	D-125m.	(CS; DC)—Horst Buchholz, Jose Ferrer, Valerie Gearon—5022 (2-20-63)—Engrossing dramatic reenactment of Gandhi's assassination—Filmed in India and England
319	OF LOVE AND DESIRE	D-97m.	(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316	POLICE NURSE	MD-64m.	(CS)—Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
306	ROBE, THE	D-133m.	(TC; CS)—Richard Burton, Jean Simmons—5017 (2-6-63)—Excellent—Reissue
301	SODOM AND GOMORRAH	D-154m.	(DC)—Stewart Granger, Pier Angeli—5014 (1-23-63)—Biblical spectacle flavored with sin for mass market—Made in Italy
309	STRIPPER, THE	D-95m.	(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
323	TAKE HER, SHE'S MINE	C-98m.	(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
308	THIRTY YEARS OF FUN	COMP-85m.	Produced by Robert Youngson—5023 (2-20-63)—Highly amusing compilation of footage of yesteryear
326	THUNDER ISLAND	MD-65m.	(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
315	YELLOW CANARY, THE	D-93m.	(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller

## COMING FEATURES IN ORDER OF RELEASE

Sept.	LASSIE'S GREAT ADVENTURE	(DC)—June Lockhart, Hugh Reilly
Nov.	YOUNG SWINGERS, THE	(CS)—Molly Bee

## COMING

**AMOK**—Jock Mahoney, Margia Dean  
**EYES OF ANNIE JONES, THE**—Richard Conte, Francesca Annis  
**GOOD SOUP, THE**—(CS)—Franchot Tone, Annie Girardot  
**MAN IN THE MIDDLE**—(CS)—Robert Mitchum, France Nuyen  
**SHOCK TREATMENT**—(CS)—Stuart Whitman, Carol Lynley  
**SURF PARTY**—(CS)—Bobby Vinton, Jackie DeShannon  
**THIRD SECRET, THE**—(CS)—Stephen Boyd, Patricia Neal—English  
**VISIT, THE**—(CS)—Ingrid Bergman, Anthony Quinn  
**WHAT A WAY TO GO!**—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum



UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6310 **AMAZONS OF ROME**—SPEC.—93m.—(EC)—Louis Jourdan, Sylvia Syms—5025 (3-6-63)—Actionful ancient war spectacle—French-Italian co-production; dubbed in English
- BEAUTY AND THE BEAST**—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
- BIG RISK, THE**—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
- 6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
- 6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergen, Joan Crawford—507B (8-21-63)—Gripping drama of life in mental hospital—Barlett
- 6305 **CHILD IS WAITING, A**—D-102m.—Burt Lancaster, Judy Garland—5014 (1-23-63)—Touching drama of retarded children, has top names—Kramer
- 6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
- COURT MARTIAL**—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
- 6308 **DIARY OF A MADMAN**—MD-96m.—(TC)—Vincent Price, Nancy Kovack—5025 (3-6-63)—Good horror show for program—Admiral
- 6307 **DR. NO**—MD-111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli
- 6306 **FIVE MILES TO MIDNIGHT**—D-110m.—Sophia Loren, Anthony Perkins—5023 (2-20-63)—Drama has suspense, intrigue, other angles—Litvak
- 6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch
- 6302 **GREAT VAN ROBBERY, THE**—MD-73m.—Denis Shaw, Kay Collard—5014 (1-23-63)—Okay action programmer—Danziger—English
- 6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English
- 6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
- IT'S A MAD, MAD, MAD, MAD WORLD**—C-194m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
- 6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
- 6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
- 6309 **LOVE IS A BALL**—C-112m.—(PV; TC)—Glenn Ford, Hope Lange, Charles Boyer—5026 (3-6-63)—Slick sophisticated comedy romp—Oxford-Gold Medal
- 6220 **MIGHTY URSUS**—MD-92m.—(EC)—Ed Fury, Christina Cajoni—5010 (1-9-63)—Ancient legend is a fair thriller—Italy and Spain; dubbed in English—Cine Italia and Atena
- 6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
- 6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—509B (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
- 6303 **TARAS BULBA**—D-122m.—(PV; EC)—Tony Curtis, Yul Brynner, Christine Kaufman—5006 (12-19-62)—Action packed Cossack adventure should ride to good returns—Hecht
- 6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix
- TOM JONES**—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
- 6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
- 6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent
- 6236 **VAMPIRE AND THE BALLERINA, THE**—MD-84m.—Helene Remy, Maria Luisa Rolando—5006 (12-19-62)—Moderate horror entry from the program—Italian made; dubbed in English—C.I.F. Consorzio Italiano Film

COMING FEATURES IN ORDER OF RELEASE

- Dec. **LADYBUG, LADYBUG**—Jane Connell, William Daniels, Alice Playten—Perry
- Dec. **KINGS OF THE SUN**—(PV; TC)—Yul Brynner, Shirley Ann Field—Mirisch
- Jan. **CEREMONY, THE**—Laurence Harvey, Sarah Miles

COMING

- BEST MAN, THE**—Henry Fonda, Cliff Robertson, Margaret Leighton-Miller-Turman
- COOL MIKADO, THE**—(EC)—Dennis Price, Stubby Kaye
- DUBIOUS PATRIOTS, THE**—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
- FLIGHT FROM ASHIYA**—(PV; C)—Yul Brynner, Suzy Parker—Hecht
- FOR THOSE WHO THINK YOUNG**—(TS; TC)—James Darren, Pamela Tiffin—Essex
- FROM RUSSIA, WITH LOVE**—(TS; TC)—Sean Connery, Lotte Lenya—Eon
- GIRL WITH GREEN EYES**—Rita Tushingham, Peter Finch—Woodfall—English
- GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
- HERE'S LAS VEGAS**—(Pathe; Color)—Personnel of Las Vegas Shows—Case, Roach
- INVITATION TO A GUNFIGHTER**—(PV; EC)—Yul Brynner, Janice Rule—Kramer
- LADY FOR A KNIGHT**—Norman Wisdom, Millicent Martin (Knightsbridge)
- LIGHT OF DAY, THE**—Melina Mercouri, Maximilian Schell—Filmways
- ONE MAN'S WAY**—Don Murray, Diana Hyland—Ross
- PERANG**—William Holden, Susannah York—Helvia
- PINK PANTHER, THE**—(Super-TE 70; TC)—Peter Sellers, Capucine, David Niven, Robert Wagner—Mirisch
- PROPER TIME, THE**—Tom Laughlin, Nira Monsour—Laughlin
- SHOT IN THE DARK, A**—Elke Sommer, Peter Sellers—Mirisch
- 633 SQUADRON**—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
- SPIDER'S WEB, THE**—(TC)—Glynis Johns, John Justin—Danziger
- TAKE LOVE EASY**—Peter Finch, Rita Tushingham—Richardson
- TOPKAT**—Melina Mercouri, Peter Ustinov, Maximilian Schell—Filmways
- TRAIN, THE**—Burt Lancaster, Jeanne Moreau
- WOMEN OF STRAW**—(C)—Gina Lollobrigida Sean Connery
- WORLD OF HENRY ORIENT, THE**—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 **BIRDS, THE**—D-120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice
- CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
- 6303 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee, Bobby Darin—5017 (2-6-63)—Highly enjoyable comedy—Reissue
- CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
- 6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
- 6301 **FREUD: THE SECRET PASSION**—D-139m.—Montgomery Cliff, Susannah York, Larry Parks—5006 (12-19-62)—Quality entry for the discriminating
- 6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
- 6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
- 6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
- 6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
- 6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
- 6302 **LOVER COME BACK**—C-107m.—(EC)—Rock Hudson, Doris Day—5017 (2-6-63)—Comedy has angles to make it a hit—Reissue
- 6305 **MYSTERY SUBMARINE**—MD-90m.—Edward Judd, James Robertson Justice—5010 (1-9-63)—Okay program entry—English
- 6309 **PARANOTAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English
- 6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program
- SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE**
- 6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry

P

- Pagan Island ..... Misc.
- Pair Of Briefs, A ..... For.
- Palm Springs Week-End ..... B WB
- Parnoiac ..... A2 U-I
- Papa's Delicate Condition ..... A1 Par.
- Paris Pick-Up ..... Par.
- Paris When It Sizzles ..... Par.
- Passionate Thief, The ..... A3 Emb.
- Password Is Courage, The ..... A1 MGM
- Payroll ..... B AA
- Peep Shows Of Paris ..... Misc.
- Perang ..... UA
- Pillar Of Fire, The ..... For.
- Pink Panther ..... A3 UA
- Pirate And The Slave Girl ..... For.
- Playboy ..... Col.
- Playgirls And The Vampire, The ..... For.
- Playgirls International ..... Misc.
- Play It Cool ..... A2 AA
- Play It Cooler ..... Col.
- Please, Not Now! ..... C For.
- Police Nurse ..... A3 Fox
- Postman's Knock ..... MGM
- PT 109 ..... A1 WB
- Prize, The ..... A3 MGM
- Promises, Promises ..... Misc.
- Proper Time, The ..... UA
- Psyche 59 ..... Col.
- Pumpkin Eater, The ..... Col.
- Pyro ..... A3 A-I

R

- Rage Of The Buccaneers ..... For.
- Rampage ..... B WB
- Raven, The ..... A1 A-I
- Reach For Glory ..... Col.
- Renegade Posse ..... U
- Reptilicus ..... A1 A-I
- Resurrection ..... For.
- Rhino ..... MGM
- Rififi In Tokyo ..... A3 MGM
- Robe, The—Re. .... A1 Fox
- Robin And The 7 Hoods ..... WB
- Robinson Crusoe On Mars ..... Par.
- Rock-A-Bye Baby—Re. .... A1 Par.
- Run With The Devil ..... For.
- Running Man, The ..... A3 Col.

S

- Samson And The 7 Miracles Of The World ..... A2 AI
- Samson And The Slave Queen .. A-I
- Sanjuro ..... A2 For.
- Savage Sam ..... A1 BV
- Savage Guns ..... A2 MGM
- Scanty Panties ..... Misc.
- Season For Love, The ..... For.
- Senilita ..... Col.
- Seven Days In May ..... Par.
- Seven Faces Of Dr. Lao, The ... MGM
- Seven Seas To Calais ..... A1 MGM
- Sex And The Single Girl ..... WB
- Shock Corridor ..... B AA
- Shock Treatment ..... Fox
- Shot In The Dark, A ..... UA
- Show Boat—RE ..... A2 Misc.
- Showdown ..... A2 U
- Siege Of The Saxons ..... A1 Col.
- Signpost To Murder ..... MGM
- 633 Squadron ..... UA
- Slave, The ..... A2 MGM
- Small World Of Sammy Lee, The B For.
- Smog ..... MGM
- Sodom And Gomorrah ..... B Fox
- Soldier In The Rain ..... AA
- Some People ..... A-I
- Son Of Captain Blood, The .... Par.
- Son Of Flubber ..... A1 BV
- Sound Of Trumpets, The ..... A2 For.
- Sparrows Can't Sing ..... A3 For.
- Spider's Mountain ..... A3 WB
- Spider's Web, The ..... UA
- Square Of Violence ..... A2 MGM
- Stagecoach To Hell ..... Par.
- Steam Heat ..... Misc.
- Steppe, The ..... For.
- Stolen Hours ..... A2 UA
- Strait-jacket ..... Col.
- Strange Bedfellows ..... U
- Strangler, The ..... AA
- Stripper, The ..... B Fox
- Suitor, The ..... A2 For.
- Summer Holiday ..... A-I
- Summer Magic ..... A1 BV
- Summer Place—Re. .... B WB
- Sunday In New York ..... MGM
- Surf Party ..... Fox
- Swingin' Maiden, The ..... Col.
- Sword And The Stone ..... A1 BV
- Sword Of Lancelot (See Lancelot And Guinevere) .....



# T

Take Her, She's Mine .....	A3	Fox
Take Love Easy .....	UA	UA
Tamahine .....	MGM	MGM
Tammy And The Doctor .....	A1	U-I
Taras Bulba .....	A2	UA
Tarzan's Three Challenges .....	A1	MGM
Term Of Trial .....	A3	WB
Terror, The .....	A2	A-I
Therese .....	For.	For.
These Are The Damned .....	B	For.
Three Fables Of Love .....	For.	For.
Three Lives Of Thomasina, The ..	BV	BV
Three Penny Opera .....	Emb.	Emb.
Three Stooges Go Around The World In A Daze .....	Col.	Col.
Third Of A Man .....	A2	UA
Third Secret, The .....	Fox	Fox
Thrill Of It All, The .....	A2	U-I
13 Frightened Girls .....	A1	Col.
Thirty Years Of Fun .....	A1	Fox
This Sporting Life .....	A4	For.
Those Crazy Callows .....	For.	For.
Thunder Island .....	A2	Fox
Tiara Tahiti .....	For.	For.
Ticklish Affair, A .....	A1	MGM
Tiger Walks, A .....	BV	BV
Tiko And The Shark .....	MGM	MGM
Time Out For Love .....	B	For.
To Catch A Thief—Re. ....	A2	Par.
To Kill A Mocking Bird .....	A2	U-I
Tom Jones .....	A4	UA
Topicati .....	UA	UA
Torpedo Bay .....	A1	UA
Toys In The Attic .....	A3	UA
Traitors, The .....	A1	U
Train, The .....	UA	UA
Trauma .....	Misc.	Misc.
Traveling Lady, The .....	Col.	Col.
Trouble With Harry, The—Re. ...	B	Par.
Twelve Guns East .....	A1	For.
20,000 Leagues Under The Sea—Re.	A1	BV
Twice Told Tales .....	A2	UA
Twilight Of Honor .....	A3	MGM
Two Are Guilty .....	A3	MGM
Two Nights With Cleopatra ...	A2	For.

# U

Ugly American, The .....	A1	U-I
Under Age .....	A1	AI
Under The Yum Yum Tree .....	A4	Col.
Unsinkable Molly Brown, The ...	MGM	MGM

# V

Vampire And The Ballerina, The .	B	UA
Vertigo—Re. ....	A2	Par.
Vice And Virtue .....	MGM	MGM
Victors, The .....	Col.	Col.
Village Of Daughters .....	MGM	MGM
Violated Paradise .....	For.	For.
Visit, The .....	Fox	Fox
Viva Las Vegas .....	MGM	MGM
V.I.P.'s, The .....	A3	MGM

# W

Wacky Playboy, The .....	Misc.	Misc.
Wall Of Noise .....	B	WB
Walleyed Nippon .....	For.	For.
War Is Hell .....	A2	AA
Watch It, Sailor .....	Col.	Col.
Werewolf In A Girl's Dormitory .	A2	Misc.
What A Way To Go! .....	Fox	Fox
Wheeler Dealers, The .....	A2	MGM
When The Girls Take Over .....	Misc.	Misc.
Where Love Has Gone .....	Par.	Par.
Whistle Your Way Back Home ..	Col.	Col.
Who's Been Sleeping In My Bed .	B	Par.
Who's Minding The Store? .....	Par.	Par.
Who's Got The Action .....	A3	Par.
Wild And Wonderful .....	U	U
Wild Is My Love .....	Misc.	Misc.
Wives And Lovers .....	B	Par.
Women Of Straw .....	UA	UA
Women Of The World .....	C	Emb.
Wonderful World Of The Brothers Grimm, The .....	A1	MGM
World Of Henry Orient, The ....	UA	UA

# X

X—The Man With The X-Ray Eyes	A2	A-I
-------------------------------	----	-----

# Y

Yank In Viet-nam, A .....	AA	AA
Yellow Canary, The .....	A2	Fox
Yellowstone Cubs .....	BV	BV
Yesterday, Today And Tomorrow	Emb.	Emb.
Young And The Brave .....	A1	MGM
Young Girls Of Good Family ...	Emb.	Emb.
Youngblood Hawke .....	WB	WB
Young Racers, The .....	A2	A-I
Young Swingers, The .....	A1	Fox

6316	THRILL OF IT ALL, THE—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy
6306	TO KILL A MOCKINGBIRD—D-129m.—Gregory Peck, Mary Badham, Phillip Alford—5007 (12-19-62)—Well-made and absorbing drama
6317	TRAITORS, THE—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English
6308	UGLY AMERICAN, THE—D-120m.—(EC)—Marlon Brando, Sandra Church—5035 (4-3-63)—High rating, topical drama

## COMING FEATURES IN ORDER OF RELEASE

Feb.	GUNHAND, THE—Tony Young, Dan Duryea
Feb.	MAN'S FAVORITE SPORT?—(TC)—Rock Hudson, Paula Prentiss

## COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones  
 BRASS BOTTLE, THE—(EC)—Tony Randall, Burl Ives, Barbara Eden  
 CHALK GARDEN, THE—(TC)—Hayley Mills, Deborah Kerr  
 DARK PURPOSE—(TC)—Shirley Jones, Rossano Brazzi  
 HE RIDES TALL—Dan Duryea, Tony Young, Joe Morrow  
 HIDE AND SEEK—Janet Munro, Curt Jurgens  
 ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Jule Jayne  
 MARNIE—(TC)—Tippi Hedren, Sean Connery  
 RENEGADE POSSE—(EC)—Audie Murphy, Darren McGavin, Ruta Lee  
 STRANGE BEDFELLOWS—Rock Hudson, Gina Lollobrigida  
 WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kaufmann

## WARNER BROS.

## DISTRIBUTED DURING THE PAST 12 MONTHS

263	AUNTIE MAME—C-143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue
352	BLACK GOLD—MD-98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting old yarn
259	CASTILIAN, THE—D-103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for program—Made in Spain
257	CRITICS CHOICE—C-100m.—(PV; TC)—Bob Hope, Lucille Ball—5035 (4-3-63)—Amusing comedy gets big 'name' boost
264	GIANT—D-201m.—(WC)—Elizabeth Taylor, Rock Hudson, James Dean—5017 (2-6-63)—A giant of a picture—Reissue
354	ISLAND OF LOVE—C-101m.—(PV; TC)—Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy
266	MARY, MARY—C-126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit
265	PALM SPRINGS WEEKEND—CD-100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for teens and others
266	PT 109—D-140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's war-time experiences
353	RAMPAGE—D-98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari is interesting drama
265	SPENCER'S MOUNTAIN—D-119m.—(PV; TC)—Henry Fonda, Maureen O'Hara—5026 (3-6-63)—Highly interesting drama for family trade
255	SUMMER PLACE—D-130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could gross big—Reissue
351	TERM OF TRIAL—D-113m.—Laurence Olivier, Simone Signoret—5015 (1-23-63)—Sensitive, well-acted drama—English
351	WALL OF NOISE—D-112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with horse race background

## COMING FEATURES IN ORDER OF RELEASE

Jan.	FOUR FOR TEXAS—(TC; PV)—Frank Sinatra, Dean Martin, Anita Ekberg
Jan.	MAN FROM GALVESTON, THE—Jeffrey Hunter, Joanna Moore, Preston Foster
Feb.	AMERICA AMERICA—Stathis Giallelis
Feb.	DEAD RINGER—Bette Davis, Karl Malden, Peter Lawford

## COMING

ACT ONE—George Hamilton, Jason Robards, jr.  
 CHEYENE AUTUMN—(Super-PV 70; C)—Spencer Tracy, James Stewart, Carroll Baker  
 DISTANT TRUMPET, A—(PV; TC)—Troy Donahue, Suzanne Pleshette  
 DR. CRIPPEN—Donald Pleasence, James Robertson Justice  
 ENSIGN PULVER—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins  
 GREAT RACE, THE—(WS; C)—Burt Lancaster, Jack Lemmon  
 INCREDIBLE MR. LIMPET, THE—(TC)—Don Knotts, Carole Cook  
 KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen  
 MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn  
 OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page  
 ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby  
 SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda  
 YOUNGBLOOD HAWKE—(TC)—James Franciscus, Suzanne Pleshette

## MISCELLANEOUS

BALCONY, THE—D-84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental  
 BELL, BARE AND BEAUTIFUL—NOV-64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith  
 BUNNY YEAGER'S NUDE CAMERA—NOV-60m.—(C)—Bunny Yeager and models—5018 (2-6-63)—Nudie novelty for exploitation spots—Cinema Syndicate  
 CORRIDORS OF BLOOD—MD-87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Independent Exchanges  
 CREATION OF THE HUMANIDS, THE—MD-75m.—(EC)—Don Megowan, Erica Elliot—5099 (10-9-63)—For the lower half—Emerson Film Ent.  
 DAUGHTER OF THE SUN GOD—MD-75m.—(EC)—William Holmes, Lisa Montell—5103 (10-23-63)—Strictly for the duallers—Filmed in Peru—Herts-Lion Int.  
 EUROPE IN THE RAW—NOV-70m.—(EC)—Produced and photographed by Russ Meyer—5051 (5-29-63)—Mixture of sex and scenery for exploitation spots—Eve Productions  
 FALLGUY, THE—MD-70m.—Ed Dugan—5051 (5-29-63)—Crime meller for duallers—Fairway-Int.  
 GONE ARE THE DAYS—CD-97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer Bros.  
 GREAT CARUSO, THE—DMU-109m.—(TC)—Mario Lanza, Ann Blythe—5013 (1-23-63)—High rating MGM reissue—Independent Exchanges  
 GREENWICH VILLAGE STORY—D-95m.—Robert Hogan, Melinda Plank—5066 (7-10-63)—Off-beat love story—Shawn Int.  
 HEAVENLY BODIES—NOV-60m.—(EC)—Russ Meyer—5092 (9-11-63)—Nudie novelty for censor-free spots—Eve  
 MONSTROSITY—MD-67m.—Erica Peters, Frank Gerstle—5099 (10-9-63)—For the duallers—Emerson Film Ent.  
 NATURE'S SWEETHEARTS—NOV-63m.—(EC)—Maria Stinger, Dick Powers—5074 (8-7-63)—Nudist film for adults—Ikay Beautiful Films  
 PAGAN ISLAND—D-60m.—Edwards Dew, Nani Maka—5018 (2-6-63)—Lower half programmer—Cinema Syndicate  
 PLAYGIRLS INTERNATIONAL—NOV-70m.—(Techniscope; TC)—Produced and directed by Doris Wishman—5115 (12-4-63)—Fair Nudie Novelty—Westfield  
 PEEP SHOWS OF PARIS—BUR-70m.—(EC)—Tempest Storm—5066 (7-10-63)—Fair filmed burlesque show—Pad  
 PROMISES, PROMISES—C-75m.—Jayne Mansfield, Tommy Noonan—5096 (9-25-63)—Comedy and cheesecake make for fun—NTD  
 STEAM HEAT—NOV-68m.—(EC)—Brandy Long, Bill Teas—5066 (7-10-63)—Fair nudie girlie novelty for fast buck spots—Pad  
 TRAUMA—MD-92m.—John Conte, Lynn Bari—5058 (6-12-63)—Satisfactory chills for horror fans—Parade  
 WHEN THE GIRLS TAKE OVER—C-80m.—(TC)—Robert Lowery, Ingeborg Kjeldsen—5058 (6-12-63)—Strictly for the lower half—Parade  
 SHOW BOAT—MUD-107m.—(TC)—Kathryn Grayson, Ava Gardner, Howard Keel—5014 (1-23-63)—High rating MGM reissue—Independent Exchanges  
 WILD IS MY LOVE—D-74m.—Paul Hampton, Elizabeth MacCraie—5018 (2-6-63)—For exploitation spots—Mishkin  
 WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD-84m.—Barbara Lass, Carl Schell—5056 (6-12-63)—Okay horror entry—MGM through Independent Exchanges



## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

**ARMY GAME, THE**—C-87m.—(Franscope)—Christlan De Tilliere, Ricet-Barrier—5058 (6-12-63)—Fair Comedy Import—French; English titles—Bleeker St. Cinema

**AS NATURE INTENDED**—NOV.—65m.—(EC)—Pamela Green, Jackie Salt—5058 (6-12-63) Travel and nudist novelty—English—Crown-Int.

**BUDDAH**—D-134m.—(TE; TC)—Kojiro Hongo—5066 (7-10-63)—Interesting entry for art spots—Japanese; English titles—Lopert

**BURNING COURT, THE**—MD-102m.—Nadja Tilier, Jean-Claude Brialy—5074 (8-7-63)—Fair import—French-made; dubbed in English—Trans-Lux

**CHUSHINGURA**—D-105m.—(C)—Koushiro Matsumoto, Yuzo Kayama—5106 (11-6-63)—Colorful entry for art spots—Japanese; English titles—Toho

**FRENCH GAME, THE**—D-86m.—Francoise Brion, Jean-Louis Trintignant—5103 (10-23-63)—Moderately Interesting import—French made; English titles—Atlantic

**FRUIT IS RIPE, THE**—MD-90m.—Scilla Gabel, Philippe Leroy—5051 (5-29-63)—Sex-ridden meller for exploitation spots—French made; dubbed in English—Janus

**GIRL HUNTERS, THE**—MD-96m.—(PV)—Mickey Spillane, Shirley Eaton—5058 (6-12-63)—Well paced Spillane who-done-it—English—Colorama

**HEAD, THE**—MD-95m.—Horst Frank, Karen Kernke—5063 (6-26-63)—Exploitable horror item—Filmed abroad; dubbed in English—Trans-Lux

**HEAVENS ABOVE**—C-117m.—Peter Sellers, Isabel Jeans—5067 (7-10-63)—Amusing Peter Sellers spoof—English—Janus

**HOT MONEY GIRL**—MD-81m.—Eddie Constantine, Dawn Addams—5103 (10-23-63)—Okay action programmer—German-made; spoken in English—United Producers Releasing Org.

**HOUSEHOLDER, THE**—CD-100m.—Shashi Kapoor—5103 (10-23-63)—Cute import for art spots—Indian-made; English language—Royal Films Int.

**JULIE, THE REDHEAD**—C-100m.—Pascale Petit, Daniel Gelin—5106 (11-6-63)—Amusing import—French made; English titles—Shawn Int.

**LE AMICHE (THE GIRL FRIENDS)**—D-103m.—Eleanora Rossi Draga, Valentina Cortese—5059 (6-12-63)—Talky import misses the mark—Italian; English titles—Premiere

**LA POUPEE**—D-90m.—(EC)—Zbigniew Cybulski, Sonne Teal—5096 (9-25-63)—Way-out satire on politics and people—French; English titles—Hakim

**LAZARILLO**—D-100m.—Marco Paoletti—5059 (6-12-63)—Good art spots entry—Filmed in Spain; English titles—Union

**LORD OF THE FLIES**—D-90m.—James Aubrey, Tom Chapin—5092 (9-11-63)—Skillfully made, but disturbing drama is decidedly off-beat—English-made—Continental

**MARRIAGE OF FIGARO, THE**—C-105m.—(EC)—Georges Descroeres, Yvonne Gaudeau—5069 (7-24-63)—Colorful entry for art spots—French; English titles—Union

**MILL OF THE STONE WOMEN**—MD-94m.—(TC)—Pierre Brice, Scilla Gabel—5104 (10-23-63)—Horror meller is okay dualler—Made in The Netherlands—Dubbed in English—Parade

**MOUSE ON THE MOON, THE**—C-82m.—(EC)—Margaret Rutherford, Bernard Cribbins, Ron Moody—5052 (5-29-63)—Amusing spoof on race for the moon—English—Lopert

**MURIEL**—D-115m.—(EC)—Delphine Seyrig, Jean-Baptiste Thieree—5106 (11-6-63)—Puzzling import strictly for art set—French; English titles—Lopert

**MY HOBO**—C-98m.—(Tohoscope; EC)—Keiji Kobayashi, Kideko Takamine—5069 (7-24-63)—Cute import—Japanese; English titles—Toho

**MY LIFE TO LIVE**—D-85m.—Anna Karina, Saddy Rebbot—5100 (10-9-63)—Fair import—French made; English titles—Union

**MY NAME IS IVAN**—MD-94m.—Kolya Burlaiev—5067 (7-10-63)—Fair import of limited appeal—Russian; English titles—Sig Shore

**NAKED AUTUMN**—D-98m.—(Dyaliscope)—Simone Signoret, Reginald Kernan—5115 (12-4-63)—Fair import—French-made; English titles—UMPO

**ORDERED TO LOVE**—D-82m.—Maria Perschy, Joachim Hansen—5075 (8-7-63)—Exploitable program offering—German-made; dubbed in English—M.C. Dist.

**PAIR OF BRIEFS, A**—C-90m.—Michael Craig, Mary Peach—5106 (11-6-63)—Satisfactory English comedy laughs at lawyers—English—Davis

**PILLAR OF FIRE, THE**—D-75m.—Michael Shilli, Nehama Hendel—5059 (6-12-63)—Interesting import—Filmed in Israel; spoken in English—Kassler

**PIRATE AND THE SLAVE GIRL**—MD-86m.—(Colorscope; Color)—Lex Barker, Chelo Alonso—5115 (12-4-63)—Costume meller has Lex Barker name—Italian-made; dubbed in English—Crest

**PLAYGIRLS AND THE VAMPIRE, THE**—MD-76m.—Lyla Rocco, Walter Brandi—5067 (7-10-63)—Okay horror meller—Italian; dubbed in English—Fanfare

**PLEASE, NOT NOW!**—C-74m.—Brigitte Bardot—5115 (12-4-63)—Saucy Bardot comedy in French style—French-made; dubbed in English—Int. Classics

**RAGE OF THE BUCCANEERS**—MD-90m.—(CS; EC)—Richarado Montalban, Vincent Price—5067 (7-10-63)—Good swashbuckler—Italian; dubbed in English—Colorama

**RESURRECTION**—D-148m.—Tamara Syomlna, Yevgeni Matveyev—5107 (11-6-63)—Impressive rendition of Tolstoy novel—Russian; English titles; Artkino

**RUN WITH THE DEVIL**—D-93m.—Antonella Lualdi, Gerard Blain, Franco Fabrizi—5070 (7-24-63)—Interesting import—Italian; English titles—Jillo Films

**SANJURO**—MD-96m.—Tishiro Mifune—Good import—5059 (6-12-63)—Japanese made; English titles—Toho

**SEASON FOR LOVE, THE**—D-103m.—Daniel Gelin, Francoise Arnoul—5059 (6-12-63)—Fair import for art spots—French; English titles—Hakim

**SMALL WORLD OF SAMMY LEE, THE**—D-105m.—Anthony Newley, Julia Foster—5092 (9-11-63)—Intriguing tale best suited for adult audiences—Seven Arts

**SOUND OF TRUMPETS, THE**—90m.—D—Loredana Detto, Sandro Panzeri—5107 (11-6-63)—Interest-filled Import—Italian; English titles—Janus

**SPARROWS CAN'T SING**—CD-94m.—James Booth, Barbara Windsor—5059 (6-12-63)—Excellent true-life picture of "East End" Cockneys—English—Janus

**STEPPE, THE**—D-100m.—(EC)—Charles Vanel, Christina Cajoni—5107 (11-6-63)—Good import for art spots—Italian made; English titles—Royal Films Int.

**SUITOR, THE**—C-83m.—Pierre Etaix, Karin Vesely—5107 (11-6-63)—Amusing import—French-made; English titles; Atlantic

**THIS SPORTING LIFE**—D-129m.—Richard Harris, Rachael Roberts—5070 (7-24-63)—Fascinating character study on the unpleasant side—English—Continental

**TIARA TAHITI**—D-100m.—(EC)—James Mason, John Mills—5116 (12-4-63)—Fair program entry—English made—Zenith Int.

**TIME OUT FOR LOVE**—D-91m.—Jean Seberg, Micheline Presle, Maurice Ronet—5067 (7-10-63)—Fair import—French; English titles—Zenith Int.

**THREE FABLES OF LOVE**—C-76m.—Sylva Koscina, Anna Karina, Leslie Caron—5075 (8-7-63)—Fun-filled entry for art spots—Italo-French; English titles—Janus

**TWO NIGHTS WITH CLEOPATRA**—C-80m.—(C)—Sophia Loren, Alberto Sordi—5107 (11-6-63)—Farce has Loren name and little else—Italian; dubbed in English—Ultra

**VIOLATED PARADISE**—NOV.—64m.—(C)—Kazuko Mine—5070 (7-24-63)—Novelty for exploitation and art spots—Japanese narration—Victoria

**WALLEYED NIPPON**—C-90m.—(Tohoscope; C)—Akira Takarada, Yumi Shirakawa—5104 (10-23-63)—Cute entry of modern Japan and mixed-up romance—Japanese made; English titles—Toho

## THESE THEATRE- TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

### DATE BOOK FORMS:

... Pocket-Size-6 ring (3 3/4 x 6 3/4 in.) Dated full year supply \$1.00  
... Large Size-3 ring (9 x 12 in.)  
... Undated 52 pages ..... .50

### SERVICE-KIT SYSTEM:

... Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers ..... 1.30  
... Availability and Playoff Worksheets (9 x 12 in.) 10 pages ..... .10  
... Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages ..... .25

### BINDERS, Plain:

... For Pocket-Size Date Book-6 ring. Soft leatherette. .... 1.30  
... For Service-Kit System, Reviews, Service-Section. Stiff leatherette. .... 1.50

### ZIPPER CASE BINDERS, Leather:

... 3-Ring, genuine cowhide.  
Tax incl. .... 6.00

### BOXOFFICE STATEMENTS:

... Regular theatre. Padded in 50's and punched (5 1/2 x 9 in.). Per Pad ..... .30  
... Drive-in theatre. Padded in 50's and punched (5 1/2 x 9 in.). Per Pad ..... .30

### PROGRAM AND RUNNING TIME SCHEDULES:

... For regular and drive-in theatres. Padded in 50's. Per Pad ..... .30

### BOOKKEEPING SYSTEM—Book:

... At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

### BUSINESS ANALYSIS SPREAD-SHEETS:

... Drive-in theatres only. Large sheets (11 x 16 in.) Set of 13 sheets ..... .55

### PAYROLL FORMS:

... Weekly for regular and drive-in. Folding flap (8 1/2 x 11 in.). Set of 52 sheets .... 1.30

### EMPLOYEE EARNINGS RECORD CARDS:

... Annual card for each employee (8 1/2 x 11 in.). All deductions. Set of 12 cards .40

### PETTY CASH CONTROL SYSTEM:

... Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad ..... .30  
... Weekly envelopes for filing full week's transactions. Set of 50 ..... .65

### SERVICE MANUALS FOR TRAINING:

... Separate sections on regular and drive-in employees. Each .10

## EXHIBITOR BOOK SHOP

317 N. Broad St.

Philadelphia, Pa. 19107



# **FEATURE FILMS** **PRODUCTION NUMBERS and** **NATIONAL RELEASE DATES** **1962-'63 and 1963-'64** **SEASONS**

(This is a listing of all production numbers and release dates, as made available by the companies on 1962-63 and 1963-64 product, accurate to time of publication.—Ed.)

## **Allied Artists**

6302	Play It Cool	April
6303	Black Zoo	May
6304	55 Days At Peking	July
6305	Shock Corridor	Oct.
6306	The Gun Hawk	Oct.
6307	Cry of Battle	Oct.
	Gun Fight At Comanche Creek	Nov.
	Year Of The Tiger	Nov.
	The Stranger	Nov.
	Soldier In The Rain	Dec.
	Now It Can Be Told	Dec.
	A Life In Danger	Dec.

## **American-International**

801	Dementia #13	June
802	The Mind Benders	April
803	Operation Bikini	March
804	The Terror	July
805	The Young Racers	May
806	California	March
807	Free, White And 21	March
808	Erik, The Conqueror	April
809	X-The Man With The X-Ray Eyes	Oct.
810	Beach Party	Aug.
812	Haunted Palace	Sept.
813	Summer Holiday	Oct.
814	Flight Into Fright	Dec.
816	Pyro	Nov.
817	Goliath And The Sins Of Babylon	Dec.
	Samson And The Slave Queen	Dec.
819	The Comedy Of Terrors	Jan.

## **Buena Vista**

134	Lady And The Tramp—RE	Oct.
135	Almost Angels	Oct.
136	In Search Of The Castaways	Dec.
140	Son Of Flubber	Feb.
141	Miracle Of The White Stallions	March
143	Savage Sam	July
144	Summer Magic	Aug.
	Fantasia—RE	Oct.
	20,000 Leagues Under The Sea—RE	Oct.
	The Incredible Journey	Nov.
	Sword In The Stone	Dec.

## **Columbia**

703	The Interns	Aug.
704	3 Stooges In Orbit	Aug.
705	Damn The Defiant	Sept.
706	Best Of Enemies	Sept.
707	Ring-A-Ding Rhythm	Sept.
708	Requiem For A Heavyweight	Oct.
709	Two Tickets To Paris	Oct.
710	The Pirates Of Blood River	Nov.
711	We'll Bury You	Aug.
712	The War Lover	Nov.
713	Barrabas	Dec.
714	Lawrence Of Arabia	Jan.
715	Diamond Head	Feb.
718	The Man From The Dinners' Club	April
719	Bye, Bye Birdie	April
721	Fury Of The Pagans	May
722	Jason And The Argonauts	June
001	13 Frightened Girls	July
002	Gidget Goes To Rome	Aug.
003	Just For Fun	Sept.
005	In The French Style	Sept.
006	3 Stooges Go Around The World In A Daze	Sept.
007	The Old Dark House	Oct.
008	Maniac	Oct.
009	The Running Man	Oct.
	Under The Yum Yum Tree	Nov.
	The Cardinal	Dec.
	Dr. Strangelove	Jan.
	Strait-Jacket	Jan.
	The Victors	Feb.

## **Embassy**

	Face In The Rain	March
	The Bear	March
	Passionate Thief	April
	Aphrodite, Goddess Of Love	April
	The Light Fantastic	April

	Landru	May
	Young Girls Of Good Family	June
	The Three Penny Opera	Sept.
	The Conjugal Bed	Sept.
	A Ghost At Noon	Oct.
	The Empty Canvas	Nov.

## **MGM**

301	I Thank a Fool	Sept.
303	A Very Private Affair	Sept.
304	Swordman Of Siena	Dec.
305	Password Is Courage	Jan.
306	Savage Guns	June
307	The Main Attraction	June
308	Period Of Adjustment	Nov.
309	Seven Seas To Calais	March
310	Billy Rose's Jumbo	Dec.
311	Escape From East Berlin	Nov.
312	Kill Or Cure	Nov.
313	Counterfeiters Of Paris	Dec.
314	Trial And Error	Nov.
316	Cairo	Jan.
317	The Hook	Feb.
318	Dime With A Halo	May
319	Four Days Of Naples	Aug.
320	Follow The Boys	March
321	Follow The Boys	March
322	Come Fly With Me	April
323	It Happened At The World's Fair	April
324	Riffi In Tokyo	April
325	In The Cool Of The Day	May
326	Captain Sindbad	July
327	Drums Of Africa	May
328	Slave, The	May
330	Flipper	May
331	Cattle King	June
	Son Of Spartacus	May
	The Golden Arrow	Oct.
333	Tarzan's Three Challenges	July
334	A Ticklish Affair	July
	Two Are Guilty	July
336	Young And The Brave	Aug.
338	Day And The Hour	July
	Gladiators Seven	Nov.
340	Monkey In Winter	Nov.
356	Wonderful World Of The Brothers Grimm, The	Oct.
	Tiko And The Shark	Oct.
401	The Haunting	Sept.
402	V.I.P.'s	Sept.
403	Murder At The Gallop	Sept.
404	The Wheeler Dealers	Nov.
	Mutiny On The Bounty	Nov.
406	Hootenanny Hoot	Aug.
	Vice And Virtue	Sept.
409	Twilight Of Honor	Oct.
S421	Any Number Can Win	Sept.
	MGM's Big Parade Of Comedy	Nov.
	Gladiator's Seven	Nov.
412	The Prize	Dec.
	Children Of The Damned	Jan.
	Sunday In New York	Feb.

## **MGM Reissues**

### **"THE WORLD HERITAGE" PICTURES**

<b>Group One</b>		
	"David Cooperfield"—W. C. Fields	132m.
	"Pride and Prejudice"—Laurence Olivier	116m.
	"Captains Courageous"—Spencer Tracy	116m.
	"Little Women"—Elizabeth Taylor	122m.
<b>Group Two</b>		
	"A Tale of Two Cities"—Ronald Colman	128m.
	"Kim"—Errol Flynn	113m.
	"Julius Caesar"—Marlon Brando	121m.
	"The Good Earth"—Paul Muni	128m.

### **GOLDEN OPERETTA SERIES**

<b>Group One</b>		
	Rudolph Friml's "Rose Marie"	
	Franz Lehar's "The Merry Widow"	
	Johann Strauss' "The Great Waltz"	
	Victor Herbert's "Sweethearts"	
	Sigmund Romberg's "The Girl of the Golden West"	
<b>Group Two</b>		
	Victor Herbert's "Naughty Marietta"	
	Sigmund Romberg's "The Student Prince"	
	Sigmund Romberg's "Maytime"	
	Lerner and Loew's "Brigadoon"	
	Rudolph Friml's "The Firefly"	
	Noel Coward's "Bittersweet"	

## **Paramount**

R6201	Rear Window—RE	Sept.
6202	Pigeon That Took Rome, The	Sept.
R6203	War And Peace—RE	Oct.
R6204	Roman Holiday—RE	Oct.
6205	Girls, Girls, Girls	Nov.
6206	It's Only Money	Dec.
6207	Who's Got The Action	Jan.
R6208	Fancy Pants—RE	Nov.
6209	Wonderful To Be Young	Nov.
6210	A Girl Named Tamiko	Feb.
6211	Where The Truth Lies	Jan.
6212	Papas Delicate Condition	Mar.
6213	My Six Loves	April
6214R	The Man Who Knew Too Much—Re.	May
6215R	The Trouble With Harry	May
6216	Hud	May
6217	Duel Of The Titans	June
R6218	Gunfight At The O.K. Carrol—Re.	June
6219	The Nutty Professor	June
6220	Donovan's Reef	July
6221	Come Blow Your Horn	Aug.
R6223	Last Train From Gun Hill, The—Re.	Sept.
R6301	Don't Give Up The Ship—RE	Sept.
R6302	Rock-A-Bye Baby—RE	Sept.

6303	Wives And Lovers	Oct.
6304	A New Kind Of Love	Oct.
6305	Fun In Apaculo	Nov.
6306	Who's Minding The Store?	Dec.
6307	All The Way Home	Nov.
R6308	To Catch A Thief—RE	Oct.
R6309	Vertigo—RE	Oct.
6310	Who's Been Sleeping In My Bed?	Dec.
6318	Paris Pick-Up	Oct.

## **20th-Fox**

221	The Longest Day	July
301	Sodom And Gomorrah	Jan.
302	Marilyn	Sept.
303	The Young Guns Of Texas	Jan.
304	The Day Mars Invaded Earth	Jan.
305	The Lion	Feb.
306	The Robe—Re.	Feb.
307	Nine Hours To Rama	April
308	Thirty Years Of Fun	Feb.
309	The Stripper	June
311	The Leopard	Oct.
312	Condemned Of Altona	Sept.
320	A Farewell To Arms—Re.	Sept.
313	House Of The Damned	March
315	The Yellow Canary	May
316	Police Nurse	May
317	Harbor Lights	July
319	Of Love And Desire	Aug.
322	Lassie's Greatest Adventure	Sept.
	The Young Swingers	Sept.
323	Take Her, She's Mine	Nov.
326	Thunder Island	Oct.
	Move Over, Darling	Dec.

## **United Artists**

6231	Love Is A Bell	March
6232	Sword Of The Conqueror	Sept.
6233	Pressure Point	Sept.
6236	Vampire And The Ballerina	Feb.
6301	Two For The See Saw	Feb.
6306	Five Miles To Midnight	Feb.
6307	Dr. No	May
6308	The Caretakers	Aug.
	Diary Of A Madman	April
6309	Love Is A Bell	March
	Five Miles To Midnight	March
6311	I Could Go On Singing	April
6313	isma La Douce	July
6314	Call Me Bwana	June
	The Great Escape	July
6316	Toys In The Attic	Aug.
6318	Twice Told Tales	Oct.
6319	Johnny Cool	Oct.
6320	My Son, The Hero	Oct.
6321	Lilies Of The Field	Sept.
6323	The Stolen Hours	Oct.
	Flight From Ashiya	Oct.
	Tom Jones	Nov.
	McClintock	Nov.
	Kings Of The Sun	Dec.

## **Universal**

6301	Freud: The Secret Passion	Jan.
6304	Forty Pounds Of Trouble	Feb.
6305	Mystery Submarine	Feb.
6306	To Kill A Mockingbird	March
6307	The Birds	April
6308	The Ugly American	April
6309	Paranoiac	May
6310	Showdown	May
6311	Tammy And The Doctor	June
6312	Lancelot And Guinevere (Sword Of Lancelot)	June
6313	A Gathering Of Eagles	July
6314	King Kong vs. Godzilla	July
6315	The List Of Adrian Messenger	May
6316	The Thrill Of It All	Aug.
6317	The Traitors	Aug.
6318	Kiss Of The Vampire	Sept.
6319	For Love Or Money	Oct.
6320	Dark Purpose	Dec.
	Charade	Jan.
	Man's Favorite Sport?	Feb.
	The Gunhand	Feb.
	The Brass Bottle	Mar.
	Hide And Seek	Mar.

## **Warners**

251	The Chapman Report	Oct.
252	What Ever Happened To Baby Jane	Nov.
253	Gay Purr-ee	Nov.
254	Gypsy	Dec.
255	Term Of Trial	Feb.
256	Days Of Wine And Roses	Feb.
257	Giant—Re.	March
259	Critic's Choice	April
260	Auntie Mame—Re.	May
261	A Summer Place—Re.	May
263	Black Gold	June
264	Island Of Love	June
265	Spencer's Mountain	July
266	PT 109	July
351	Wall Of Noise	Sept.
352	The Castilian	Oct.
353	Rampage	Oct.
354	Mary, Mary	Nov.
355	Palm Springs Week-End	Nov.
356	Four For Texas	Jan.
357	Dead Ringer	Feb.
358	America, America	Feb.



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## EQUIPMENT WANTED

WANTED, USED BOOTH EQUIPMENT. Will dismantle. Write BOX 262, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

## RECORDS

JON BRENT'S "PLAZA THEATRE ORGAN OVERTURES," Monaural \$4.00, Stereo \$5.00, postpaid. Alpha Records, 5965 West Blvd., Los Angeles, Cal. 90043.

## 16MM FILMS

16MM FILMS FOR SALE. A. B. HEMBREE, 276 East Twelfth Street, Cookeville, Tenn.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

## THEATRES FOR SALE

SELL-RENT. Strand Theatre, Bangor, Pennsylvania. Retiring. Inquire STRAND, Bangor, Pa.

FOR SALE OR RENT: Modern Nine Hundred Seat Theatre, including liquor store. Money-maker for owner-manager, same owner thirty years. Must sell on account of illness. Price very reasonable. Reply directly to BARNUM THEATRE, 1830 Barnum Ave., Bridgeport, Conn.

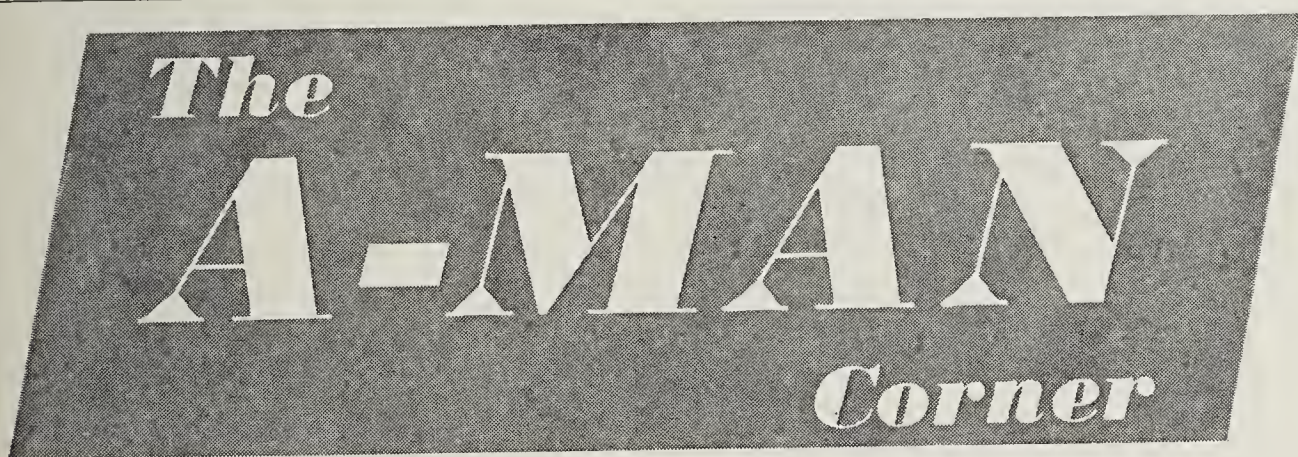
## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

## For FORMS and SYSTEMS...BOOK SHOP



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

WANTED: Promotion and exploitation manager with art theatre experience for small circuit, Southern California. BOX B124, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

ART THEATRE top caliber manager desires position. Boxoffice bonus with know-how experience. Long Island, Nassau County residence. BOX B1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE MANAGER available. 25 years experience, excellent references, completely bondable. Familiar with both city and suburban operations. Prefer Boston or New England area. BOX C1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Experienced theatre manager for a conventional theatre in average sized city in Connecticut. Please give age, experience, references, etc. BOX D1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

PART-TIME MANAGER wanted. A couple of evenings and weekends only. Apply S. HORWITZ, Tuxedo Theatre, 3050 Ocean Parkway, Brooklyn. ES 2-1111. (1127)

MANAGER AVAILABLE. 11 years experience. All phases. Former top circuit city manager, left to operate own theatre. Best references. College background. Contacts wanted. BOX A1127, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

HARD-HITTING THEATRE MANAGER available. Alaska \$400 week. 46 states \$300 week. Southern California, Hawaii, Florida \$199 or negotiate. Write for interesting, unusual résumé. BOX A124, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, 18 years experience, all phases, 1st run, conventional, including booking, promotion, concessions, newspaper ad layout. Family man, wishes to relocate. Best of references. BOX B1211, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

ENERGETIC, YOUNG advertising-promotion man available. Specializing in drive-in programs. Excellent results and references. BOX A1211, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

IMMEDIATE OPENING for experienced theatre managers for Intermountain states area. Must have knowledge all phases theatre operation including advertising, promotions, concessions, good house-keeping and capable of completing normal theatre reports. Send résumé together with salary desired to P. O. BOX 695, Salt Lake City, Utah. (1211)

PROJECTIONIST, 17 years experience. 37 years old, single, sober, reliable, will go anywhere, prefer South or Northeast. CHARLES AVANT, P. O. Box 716, Walterboro, S. C. (1211)

## EXTRA

1964

## BOOKING

## CALENDARS

are available!

As YOU, our valued subscribers know, this Annual Booking Calendar has been a FREE service of MOTION PICTURE EXHIBITOR for many, many years.

We only ask that you request the number you actually need—and that you enclose five cents postage for each calendar to help defray the ever-rising costs of mailing.

Address all Correspondence to— **The A—MAN Corner**

{ Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107



*Man,  
What a  
Wonderful  
Gift!*



*You Give*  
HEALTH  
RESEARCH  
TEACHING  
and  
TRAINING  
*When You*  
*Give*  
TO THE  
CHRISTMAS  
SALUTE

*The Amusement Industry's Own* **WILL ROGERS HOSPITAL  
AND O'DONNELL MEMORIAL RESEARCH LABORATORIES**

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N. Y. *Saranac Lake, N.Y.*



**MOTION PICTURE**

# **EXHIBITOR**

**DECEMBER 18, 1963**

Volume 70

Number 24

IN THREE SECTIONS • THIS IS SECTION ONE



## **Dimension 150 Shown In Calif.**

(See page 5)

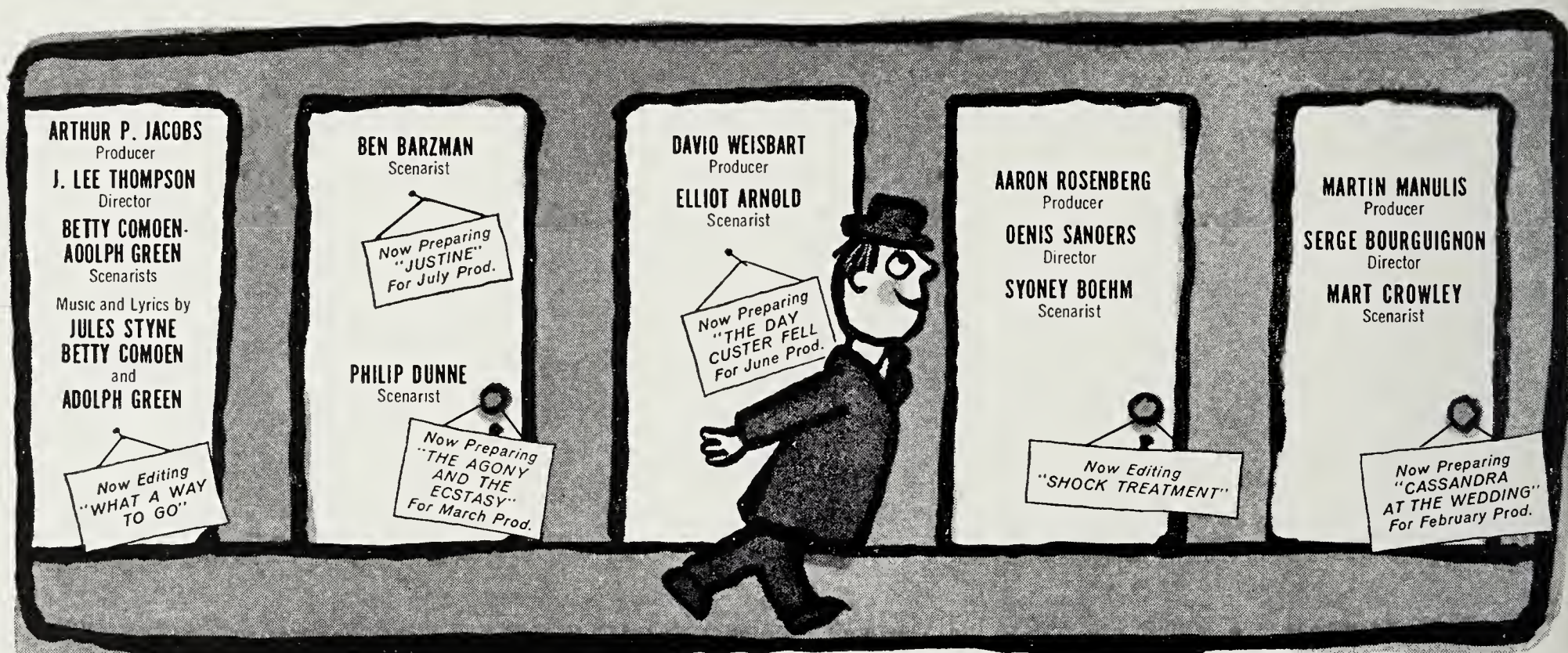
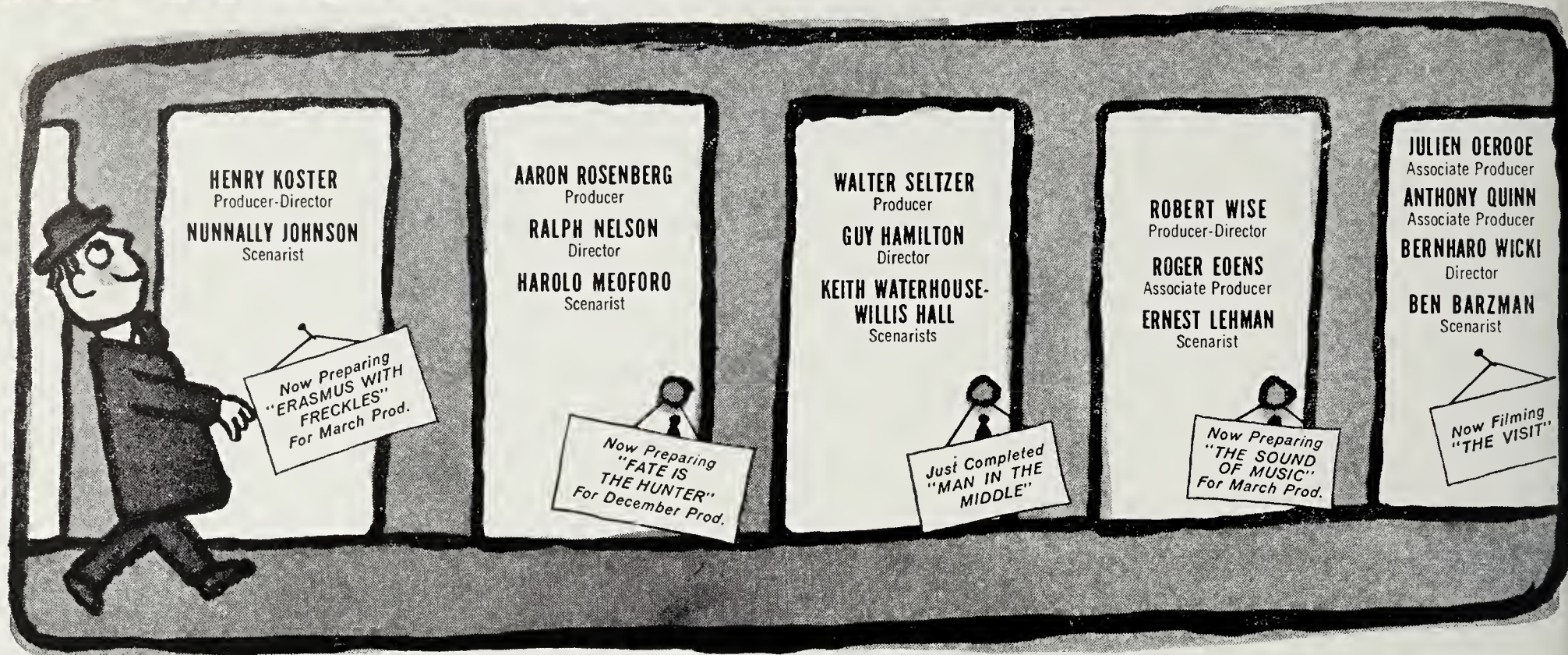
## **Physical Theatre- Extra Profits Dept.**

George P. Skouras (photo) resigned last week as president of United Artists Theatre Circuit, Inc., and was succeeded by Marshall Naify, who formerly headed United California Theatres. Skouras continues as board chairman.

**THROWING LIGHT ON SHADY DEALS . . .** see editorial—page 3



# Go With 20th...

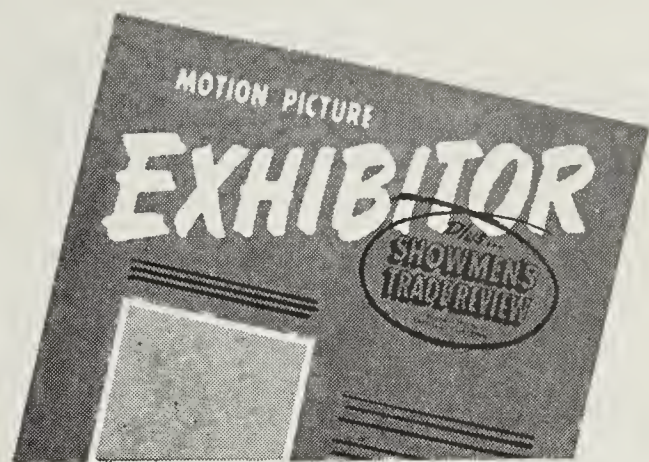


...It's Money in The Bank!



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees, Nonamaker, feature editor; Mel Konecoff, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25¢. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 70 • No. 24

DECEMBER 18, 1963

## THROWING LIGHT ON SHADY DEALS

THE PROBLEMS created by competitive bidding are among the most troublesome facing the motion picture industry today. Those readers who have followed our editorials for any length of time know where we stand on the subject.

Many exhibitors think the only way to get action is to appeal for government intervention. Others argue that this intra-industry problem must be solved without government force being expended. All agree that the problem must be solved somehow.

Frank L. Weitzel operates a booking service in Cincinnati. He is also a valued subscriber of MOTION PICTURE EXHIBITOR. He runs up against the problems of competitive bidding every day. Recently, he wrote a letter to Maurice Silverman of the Justice Department's anti-trust division. He sent a copy of that letter to this publication and we are grateful that he has allowed us to reprint it here. It is our opinion that the letter raises questions of concern to all exhibitors. Here is the letter sent by Mr. Weitzel to Mr. Silverman:

*"I read with interest your statements made at the TOA convention wherein you stressed that bidding must be honest to avoid the risk of getting into legal jams, and you make the distributor responsible for seeing that it is honestly conducted.*

*"I was shocked by this statement for you failed to tell how you would know that bidding is being honest. How would you prove it, Mr. Silverman? Secondly, let me assure you that circuit houses that operate a number of theatres or independent circuits who operate numerous theatres would be bidding against the independent man who has but one theatre and, of course, the circuit would win the picture even though they may have underbid.*

*"Tell me, what prevents a distributor from working an independent circuit or a major circuit by granting them credit at one of their other theatres in order to offset a loss they sustain in bidding at another location? You have no way of proving this and who knows what transpires? I believe this has been done but I have no proof. How would you get proof? Only if someone can come up with it, and I am afraid this would be hard to secure.*

*"You also state that splitting of product between exhibitors must have the consent of the distributors. Pray tell me, how can an independent man or two independent men secure a distributor's approval of splitting product, especially where large circuits may be involved?*

*"If you recall, about two years ago you called the writer, replying to my letters in which I had demanded over a period of weeks your opinions on certain questions. In that conversation, I asked you the question about the distributor's responsibility to advise the man who must play after a run in ample time or immediately upon receiving dates from the first run and told you some distributors claimed they did not have to do this because the picture was not bought.*

*You stated this was right but after further discussion you admitted you were wrong.*

*"You must agree that pictures are sold picture by picture, and how can a man play a picture when he does not know its availability unless the distributor notifies him? After all, the man who follows him has a right to know if he desires to buy the picture on his availability or pass it up. How else can he know and be able to play a picture on availability?*

*"You asked me who was failing to do this and I stated that most distributors in general. This still applies today with the exception of MGM and Paramount. All others are still failing to notify the man that follows a run.*

*"I also noted your statement wherein you say it is unfair for distributors to condition bids on specified playing time and then permit the winner to play it at another time. I just went through an experience such as this, and I dared them to go ahead and serve the other theatres. I found out later that this was the blackmail issue to secure higher terms, and I refused to go along. When they saw that they could make no further blackmail gains, they sold me the picture first run in the city of Cincinnati.*

*"I was glad, therefore, to see that you and I agree on one issue. Understand, I'm not a lawyer but I feel that since we are Americans we should try to work together for the benefit of all. I don't want to hurt anyone, nor do I want to be pushed around. I want fair play and will give fair play, and I feel my dealings to date have been nothing but fair."*

An exhibitor who happened to be in our office when we received Mr. Weitzel's letter backed him up completely. He told us that he was informed by a distributor that if he wanted a certain big picture he would have to bid 50 per cent more than his competitor. The only difference in the two theatres was the seating capacity, and this did not excuse the wide difference in the treatment.

Too many things in this industry's business dealings are kept undercover. Too many shady deals are made that could not occur if negotiations were honest and above board. There is too much greed and too little thought given to the long-range effects of practices that destroy established clearance patterns and make a mockery of the responsibility that must be shared by buyer and seller if any industry is to thrive and grow.

These are the facts that the Department of Justice chooses to ignore in its dealings with the motion picture industry. Theatremen everywhere are deeply troubled, and, like it or not, they will continue to protest unfair practices to the government.

Certainly, it would be far better if these problems could be solved in sensible negotiation within the motion picture industry. But until that happy day, they will continue to seek elsewhere for the answers. These problems must be solved, one way or another.



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Arrivals

Mr. and Mrs. H. L. Gaines became the parents of a seven pound, six ounce daughter, **Elizabeth Ann**, at Albany, N. Y., Medical Center Hospital. Father is Warner Brothers branch manager in Albany.

### Obituaries

**Ben Levy**, 59, theatre manager for Balaban and Katz Theatres since 1942, died in Presbyterian St. Luke's Hospital, Chicago. Among theatres he managed were the Congress, Riviera, Granada, Roosevelt, United Artists, and Nortown. Surviving are his widow, a daughter, and a son.

### NGC Earnings Up

LOS ANGELES—Consolidated earnings of National General Corporation, diversified theatre and industrial company, for year ended Sept. 24, were \$3,459,600—up more than 30 per cent over the \$2,641,084 earned by the company in fiscal 1962, exclusive of non-recurring special items which totaled \$637,876. There were no special items this year, president Eugene V. Klein noted in announcing National General's 1963 results.

On a per share basis, this year the company earned at the rate of \$1.00 per common share—based on 3,331,825 average shares outstanding—compared with operating earnings of 77 cents per share last year based on 3,312,190 common shares outstanding. Gross income for 1963 totaled \$48,912,798 compared to \$45,808,084 the previous year.

The gains in both total income and net earnings were attributable to improved theatre earnings and real estate activities.

NGC subsidiaries operate 217 theatres in 16 western states. Other subsidiaries include Mobile Rentals Corp., Mission Pak Co., Concerts, Inc., and the newly-organized Theatre Color-Vision Corp. The company is also active in a number of large-scale real estate developments.

### Fair Labor Standards?

Exhibitor complaints coming to our attention indicate that the IATSE in some areas seems to insist on union projectionists only where it suits them.

Many theatres are compelled to use two, three, even four men in a booth, while the union closes its eyes to other houses which have no union operators.

Theatre men affected by this situation insist that what is fair for one should be fair for all. "Featherbedding" in cases where the heat can be applied by the union and ignoring other situations is unfair competition of the worst kind. Perhaps the government should be invited into the controversy to make sure everybody gets a square deal.

Fair labor standards should be made to apply to union and management alike.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., DEC. 16

## Tisch Predicts Increase In Loew's Net Income

NEW YORK—At the annual meeting of Loew's Theatres stockholders, president and board chairman Laurence A. Tisch predicted net income for the current fiscal year, which started Sept. 1, will exceed last year's \$2,514,482.

Tisch reported that the past year was one of "consolidation and growth" and "expansion and examination."

He said earnings for the first quarter of the new fiscal year will be "about the same" as last year—15 cents per share.

He stressed the company's theatres are "in the black" just as are its hotels and motels, noting that "we are in the process of modernizing and refurbishing many of our showcases, both in New York and through the country."

Stockholders were reminded that "while we are seeking to expand our cinema operations into new areas, we continue to divest ourselves of unprofitable theatres." The company has unloaded eight marginal theatres since its 1962 annual meeting Tisch said, adding that 10 or 12 more houses will have to be disposed of in the next few years.

In answer to a stockholder's question, Tisch could not say whether Loew's would make further stock purchases.

John Gilbert and some minority stockholders called for the payment of cash dividends, holding that "the company should not buy more stock until cash dividends are paid."

Tisch held that "restrictions" are keeping the company from paying dividends, and said the company will pay cash dividends when it feels it is able to do so "consistently."

Tisch said the company could not issue separate financial reports on theatre and hotel operations because operations are "integrated."

All officers and directors were reelected.



Carl Foreman is seen with Sir Winston Churchill in London, where the statesman presented the film maker with a signed copy of "My Early Life," which, with his other autobiographical work, "The World In Crisis," will form the basis of a screenplay to be written, produced, and directed by Foreman for Columbia Pictures release.



## BROADWAY GROSSES

### "Cardinal" Opens Strong

NEW YORK—"The Cardinal" opened strong at the DeMille, and other reserved seat shows held up well. Radio City Music Hall, with Christmas stage show, did fine.

"**TWILIGHT OF HONOR**" (MGM). Paramount reported the fifth week was \$11,000.

"**CHARADE**" (U). Radio City Music Hall, with holiday stage show, did \$119,147 for Thursday through Sunday, with the second session claimed at \$183,000.

"**THE CARDINAL**" (Columbia). DeMille announced the first week as \$32,500.

"**HOW THE WEST WAS WON**" (MGM-Cinerama). Loew's Cinerama did \$24,000 on the 38th week.

"**IT'S A MAD, MAD, MAD, MAD WORLD**" (UA-Cinerama). Warner Cinerama stated the fourth week was \$43,866.

"**LILIES OF THE FIELD**" (UA). Astor stated the second week was \$10,000.

"**WHO'S MINDING THE STORE?**" (Paramount). Victoria had \$10,000 for the third week.

"**TAKE HER, SHE'S MINE**" (20th-Fox). Criterion announced \$10,000 for the fifth week.

"**CLEOPATRA**" (20th-Fox) Rivoli did \$25,000 on the 23rd week.

"**SOLDIER IN THE RAIN**" (AA) RKO Palace claimed the third week at \$15,000.

"**UNDER THE YUM YUM TREE**" (Columbia). Loew's State tallied \$18,000 on the fourth week.

## EXTRA 1964 BOOKING CALENDARS are available!

As YOU, our valued subscribers know, this Annual Booking Calendar has been a FREE service of MOTION PICTURE EXHIBITOR for many, many years.

We only ask that you request the number you actually need—and that you enclose five cents postage for each calendar to help defray the ever-rising costs of mailing.



# Dimension 150 In Calif. Debut

## Majors And Independents Express Interest In New Wide Screen System That Utilizes 70mm Equipment

LOS ANGELES—Marshall Naify, president of United California Theatres, reported that "immediately following the demonstrations of Dimension 150 held at the Rosemary Theatre, Ocean Beach, Calif., the inquiries and requests for information regarding the use of the system for pictures either in production or contemplated for an early starting date have been overwhelming."

He said great enthusiasm and glowing reports were generated by the demonstrations and that "virtually every major company and many independent producers" had responded.

He said, "Their enthusiasm was motivated by the audience participation, the quality of picture, and lack of distortion that have been achieved with the system." He added that the reception has prompted the organization to speed-up plans for equipment required to license producers for its use.

The system itself involves use of a wide, deeply curved screen and special optical effects. It employs various wide-angle lenses up to 150 degrees, offering the widest lens-range yet developed for motion picture photography.

Motion picture producers and technical people involved with cinematography have expressed interest in the new process, which requires only a 65mm camera equipped with Dimension 150 lenses for photography, and standard 70mm projectors on a special screen.

This, the company said, offers the producer maximum flexibility—from big, deeply curved screen for "hard-ticket" roadshow presentations to standard flat-screen and 35mm reduction prints for subsequent run situations.

The process was developed over a period of several years by Drs. Richard Vetter and Carl Williams.

The process uses standard 65mm color negative, with image area approximately 250 per cent greater than 35mm stock. Dimension 150 lenses range from 50 degrees to 150 degrees in photography. Projection optics are said to provide for extreme wide angle projection in addition to correcting the image to ensure a substantially distortion-free picture on the deeply-curved screen. The screens range from 120 to 150 degrees of arc, depending on the physical features of the individual theatre. Aspect ratio for the new system is 2.7 to 1.

A typical screen for Dimension 150 will measure 34 ft. high by 92 ft. wide. Conversion costs for appropriate 70mm theatres involve only installation of the special screen and projection lenses.

The process is controlled by the United Artists Theatres and will be handled by the organization, connected in the past with Todd-AO.

## "Pink Panther" For Hall

NEW YORK—"The Pink Panther," a Blake Edwards Production, starring David Niven, Peter Sellers, Robert Wagner, Capucine and Claudia Cardinale, has been booked into the Radio City Music Hall, it was announced by Russell V. Downing, president, and James R. Velde, vice-president of United Artists.

## Return Rights Trailers To Speed Circulation

NEW YORK—Because of a deluge of orders received by National Screen exchanges for prints of COMPO's Bill of Rights trailer, exhibitors booking the film strip were urged yesterday by Charles E. McCarthy, COMPO executive vice president, to return prints promptly to National Screen exchanges once they have been played.

"Reports from National Screen," McCarthy said, "indicate that if we had twice as many as the 780 prints now in circulation we still wouldn't have enough, so great is the demand. Accordingly, exhibitors will be helping this project and also helping their fellow exhibitors if they return prints of the trailer to the exchanges just as soon as they are through playing them."

"Fortunately," McCarthy said, "we shall continue playing the trailer until the end of the year, so theatres will still be able to get prints."

## UA Net Earnings Drop For First Nine Months

NEW YORK—The net earnings for the first nine months of 1963 of United Artists Corporation, after provision for income taxes of \$1,250,000, were \$1,610,000, compared with \$3,103,000 for the comparable period of the previous year, it was announced by Robert S. Benjamin, chairman of the board.

Net earnings for the third quarter, which amounted to \$808,000, exceeded the combined total of the net earnings for the first and second quarters of the year previously reported in the aggregate amount of \$802,000.

UA's gross world-wide income for the first nine months of 1963 totaled \$81,870,000, against \$91,502,000 for the same period in 1962.

The nine-month net represents earnings of 87 cents per share on the 1,848,630 shares outstanding on Sept. 28, 1963. This compares with net earnings of \$1.68 per share for the first nine months of 1962, after adjusting the shares then outstanding to the number outstanding on Sept. 28, 1963.

## UATC Dissidents Fight On

BALTIMORE, MD.—The Maryland Court of Appeals has been asked by the dissident stockholders in the United Artists Theatre Circuit case for preference in their appeal of the court decision which held for the management group. Their requests for a stay of execution of the company's merger with United California Theatres was denied.

Meanwhile, in New York City, the UATC board of directors consummated the transaction by issuing 740,000 shares of stock to the Naify family making United California a wholly owned subsidiary.

UATC directors were scheduled to act on the court order to call a special stockholders' meeting at which the Cummings-Ohrback-Reade group is expected to propose a new slate of directors. The directors were expected to name a date for a regular meeting of stockholders to elect a board.

## Naify Heads UA Circuit; Skouras To Chair Board

NEW YORK—Following the resignation of George P. Skouras, as president, United Artists Theatre Circuit, Inc., Marshall Naify was named to that office. Skouras continues as chairman of the board of that company. In a letter to the board, Skouras stated, "It is my desire at this time that Mr. Marshall Naify become president of the company. To accomplish that result, I hereby resign as president of the company and strongly recommend that Mr. Marshall Naify be elected president in my place."

At the meeting just concluded, R. A. Naify and Georgette Naify Rosekrans were elected to the board of directors of United Artists Theatre Circuit, and a new slate of directors to be presented at the forthcoming stockholders' meeting was also approved.

Marshall Naify for the past several years has been president of United California Theatres. As his first act in office, he requested a motion be made naming his father, Michael A. Naify, as honorary chairman of the board of United Artists Theatre Circuit. Michael Naify is one of the pioneers in the motion picture field. It was Marshall Naify along with his brother, Robert, who as a team were mainly responsible for the immediate success and growth of United California Theatres following the war years and during the advent of television. Taking over from their father, they have strengthened their company through the entry into the drive-in theatre field and through diversification, mainly in real estate development.

Marshall Naify stressed that the operation of United Artists would be a broad team effort, with R. A. Naify operating as president of United California Theatres and working in close harmony with him in all phases of the company whose interests are far-flung and varied.

In paying tribute to Skouras, Naify said that the industry is greater for his efforts. He stressed that although it was the beginning of a new era, he hoped it was a better one not only for United Artists but for the industry as a whole, and that he and his brother would be operating within the framework of executives and personnel presently employed.

"We are well acquainted with these people and feel we have the finest motion picture exhibition executives of any company today." Naify singled out Salah Hassanein, Arnold Childhouse, John Rowley, and Al Bollengier as the key executives with whom he will work closely. Naify envisioned a long and uphill program to continue the unification of the company and solve its many problems.



# RKO Orpheum, Denver, Will Become First RKO International 70 House

NEW YORK—One of the most progressive moves in the 76 year history of RKO Theatres was recently announced by Harry Mandel, president. This is the creation of RKO International 70 Theatres—a new identification for selected RKO key theatres from coast-to-coast.

Mandel further stated that the RKO Orpheum, Denver, will be the first of an extensive group of RKO deluxe houses to bear the name RKO International 70, forming, so to speak, a chain within the already existing chain. Denver's theatre will represent a curb-to-screen conversion of the present Orpheum. Technically, all RKO International 70 Theatres will have screen facilities permitting the presentation of 70mm projection and all processes except three-screen Cinerama.

"This conversion follows a modern trend in motion picture exhibition," Mandel explained. "We hope our patrons will find our new International 70 Theatre in Denver as exciting to visit as we have found it in conceiving and working on it."

According to Mandel, other theatres to be converted in the near future include RKO Theatres in Boston, San Francisco, Cincinnati, Columbus, Dayton, Syracuse, Rochester, and several in the New York metropolitan area.

Charles Horstman, chief engineer and architect for RKO Theatres, is presently in Denver supervising the Orpheum conversion. Horstman said that the seating capacity will be reduced from 2700 to approximately 1200. The theatre is also going to get new projection and sound, a new marquee, a new front, a new lobby, a new giant screen, a new surround curtain and complete redecoration of interior.

Plans are to have the renovation completed by Dec. 25. This will give Denver a new theatre for the gala opening of Otto Preminger's "The Cardinal," being released by Columbia Pictures. It will be shown in 70mm on a continuous show basis.

Invited to the gala opening of "The Cardinal" will be officials, dignitaries, and celebrities, as well as Mandel, Matty Polon, vice-president of RKO Theatres, other RKO home office executives and executives from Columbia Pictures. Tom Tryon, star of the film, and producer-director Preminger have promised to attend.

## UA Collections Drive

NEW YORK—Eric Pleskow, vice-president of United Artists in charge of foreign distribution, announced the winners of the 1961 Collection Drive Weeks.

South Africa, whose manager is Bob Hutchison, and Hong Kong, headed by Eric Kwok, tied for first prize. Second prize went to Thailand, managed by Philip Lau.

The Collection Drive Weeks ran from Aug. 17-Aug. 31. During this two-week period an inter-territorial competition was arranged to see which offices would be most successful in reducing their over 30-day outstandings.

The success of each territory was judged by the ratio of its over 30-day outstandings on Aug. 31, 1963, in relation to its average monthly over thirty-day outstandings for 1962.

The three winners will receive suitably inscribed certificates honoring their outstanding performance.



RKO ORPHEUM, DENVER

## State Law Preempted In Wash. Anti-Trust Suit

SEATTLE — Judge James Mifflin, Kings County Superior Court, dismissed the State of Washington's anti-trust suit against Sterling Theatres and the major distributors, the first under the state laws against the film industry. He stated that under the Consumer Protection Act of Washington State, the state cannot invoke its trust laws against industries that are regulated either by the state or by the Federal Government.

Under the Consent Decree, the distributor defendants are regulated by the U.S. Government, and hence the state law is preempted, the Judge noted.

He noted a second ground for preemption in that courts have found motion pictures to be in interstate commerce and hence beyond the jurisdiction of state courts.

Representatives of the attorney general pointed out that the judge had not entered his decree and that the attorney general had 30 days to file an appeal after the decree was entered.

The suit was filed by the attorney general last June alleging a conspiracy in the subrun field.

Named as defendants were Columbia, MGM, 20th-Fox, United Artists, Paramount, Warner Brothers, Universal, Sterling Theatres, Globe Amusement Company, Granada Theatres Company, Hamrick Theatres Corporation, National General's affiliate Evergreen State Amusement Company, United Drive-In Theatres, Pacific Drive-In Theatres, among others, and various individuals.

## Bronston Signs Tiomkin

LONDON—Dimitri Tiomkin, four-time Oscar-winner for his film music, has been signed as general music director of Samuel Bronston Productions, Inc., a post which provides him with responsibilities on future Bronston productions in addition to his current scoring of "The Fall of the Roman Empire" and "Circus World." Both films will be released by Paramount Pictures in the Western Hemisphere.

Tiomkin now is in London conducting the music score for "The Fall of the Roman Empire" with the London Symphony Orchestra, following which he will return to Madrid to begin his score for "Circus World," now before the cameras.

## High Point Negroes Extend "No Demonstration" Pledge

HIGH POINT, N. C.—Negro community leaders declared on the eve of the expiration of a 90-day truce declared on anti-segregation demonstrations, aimed principally at downtown motion picture houses, that mass demonstrations would not be resumed as long as progress is made toward lowering of racial barriers in High Point.

There has been no announcement of any integration at the theatres, but the Rev. B. Elton Cox, field representative of the Congress of Racial Equality, said "a lot of progress has been made during the truce."

He said, "I think that as long as progress continues to be made, people will be willing to work with the Human Relations Commission." He was referring to the Human Relations Commission organized at the time the truce was declared.

Cox said a meeting will be held to inform the Negro community of the work of the commission during the 90-day truce period, and "it is the Negro community's sincere hope that the events of last summer will not be necessary again in the city."

Massive demonstrations against the theatres last summer was threatening to prompt race riots at the time the truce was called.

Cox's views were expressed also in a statement he released which was signed by Mrs. Della Mitchell, head of the local chapter of CORE; the Rev. Edgar O. Jones, head of the local chapter of the NAACP; and the Rev. S. A. Speight, representing the High Point Ministers Fellowship.

"The Negro community recognizes that some progress has taken place in the past three months in the High Point community," the statement said. "It is our utmost desire to see this progress continue at a more rapid pace. We intend to carefully evaluate on a regular basis all progress made concerning the Negro community and shall continue to report such progress to the community for interpretation as to rate and substance."

"We deplore the fact that so few of our leading businessmen have had anything to say on the great moral issue of our time, that of human rights. At the same time, we commend business industries, and other individuals who are aiding the Human Relations Commission to make High Point a truly all-American city."

## Mrs. Karp To UJA Post

NEW YORK—Mrs. Jack Karp of Beverly Hills, was named 1964 national chairman of the United Jewish Appeal Women's Division at the 26th annual conference of the UJA, meeting at the New York Hilton Hotel.

She succeeds Mrs. Israel D. Fink, Minneapolis, who has served in this position for the past three years. The appointment was announced by Joseph Meyerhoff, of Baltimore, UJA general chairman.

Since 1946, when the UJA National Women's Division was founded, women throughout the country have contributed upwards of \$220 million to community campaign on behalf of the United Jewish Appeal.

Mrs. Karp, who is the wife of the vice-president and west coast director of Paramount Pictures, has long been identified with aid to Jewish refugees overseas, newcomers to Israel and Jewish community needs in the United States. She recently headed the UJA Women's Division's eighth annual survey of UJA-financed welfare and aid program in Europe and Israel.



## Levine, Balding, Cook Form Legit Organization

NEW YORK—The Establishment Theatre Co., Inc., a permanent producing organization for the presentation of plays and motion pictures, has been formed in New York by Joseph E. Levine, president of Embassy Pictures, producer Ivor David Balding, and writer-actor Peter Cook, it was announced.

Mrs. Sybil Burton will serve as advisor and as casting director for the new organization. Mrs. Burton is an active member of the artistic board of directors for the Establishment Theatre Company, a group which includes John Bird, Cook, Alan Delynn, John Fortune, Jeremy Geidt, Jean vanden Heuvel and Levine. Serving on the executive committee of the organization will be Levine, Balding and Cook.

As permanent home for the establishment Theatre Company, which plans an extensive production schedule of plays, a new 199-seat theatre will be built above The Stroller's—Establishment at 154 East 54th Street.

The new legit, which will include a licensed bar, is scheduled for opening in January. Ed Wittstein and Jules Fisher are the designers and Robert Sayles the architect of the new playhouse.

Levine and his Embassy Pictures also will establish a scholarship fund at a university to be named later to encourage the development of new talent in the performing arts. Recipients of the scholarship fund will be assured involvement in productions of the Establishment Theatre Company. Administering the fund will be Levine, Balding, and Cook.

Initial production on the agenda is J. P. Donleavy's "The Ginger Man."

Among plays under consideration as the second production, to open in the new theatre early in 1964, are "A Resounding Tinkle," by N. F. Simpson; "A Subject of Scandal and Concern," a three-act play by John Osborne; and a brace of one-act plays comprising Osborne's "Under Plain Cover" and Jules Feiffer's "Crawling Arnold."

The Establishment Theatre Company will be dedicated, generally, to following the theatrical production pattern of the famed Royal Court Theatre in London, whose talent pool includes John Osborne, Tony Richardson, Ronald Duncan, John Bird and Arnold Wesker. Optioning of plays of quality from abroad, for American presentation, will be a major consideration of the Establishment Theatre Company.

## Moviemen Spread Cheer

BROOKLYN, N. Y.—For the 14th year, the Movie Social Club of Kings County is spreading Christmas cheer at the various hospitals throughout Brooklyn by giving out candy and toys to sick children.

The overall activity is under the direction of Harry Garfman, executive director of the club, who is also Brooklyn and Queens business agent of IATSE Local 306 of the Projectionists Union. Burt Sutter is chairman of the entertainment committee.

In addition to special yuletide activities, the Movie Social Club projects movies throughout the year at the various hospitals in Kings County. Projection equipment is loaned free

## Morey Jr. To MGM Post

NEW YORK—Edward Morey Jr. has been named executive production manager of Metro-Goldwyn-Mayer studios. He was formerly associated with Allied Artists studios.

# Regents To Appeal "Stranger" Okay; T-L Threatens Contempt Proceedings



Harry Brandt, prominent New York exhibitor, was recently honored by the American Guild of Variety Artists with a testimonial dinner at the Waldorf-Astoria for his work in promotion of juvenile decency and as a trustee of the AGVA Youth Fund and other youth causes. Shown are Joey Adams, president of AGVA; Brandt; and the Hon. S. Samuel Di Falco, Surrogate of New York.

## Resolution Lauds Hyman; Urges Orderly Release

DETROIT—A "resolution commending Edward L. Hyman and urging support for orderly distribution" was made at the December meeting of the board of directors of Allied Theatres of Michigan. The text noted and resolved that: "The trend for distributors to withhold better-grossing pictures for summer months and holiday playing time.

"Glut of best product at such times denied exposure and reception that such deserves, leaving inadequate attractions necessary to maintain public interest in motion pictures, whilst depriving producers, film companies and theater owners of potential revenue.

"That Hyman, vice-president of American Broadacting-Paramount Theaters, Inc. has 'dedicated time, energy and talents' to call the 'deplorable situation' to the attention of the industry personally, via publicity and periodic publication of release schedules in interest of Orderly Distribution.

"So, it was resolved he 'be commended for his valiant efforts' and to express the appreciation of all Michigan theater owners.

"Further," the resolution stated, "Michigan Allied request film companies make more quality product available during April and May to end these 'months of destitution and disaster' for the industry."

Finally, that exhibitors be urged "to give unlimited and whole-hearted effort to increase the grosses on quality pictures" made available April-May, by means of "conscientious merchandising, and additional playing time, publicity, advertising and promotion."

## Merman Fox Production Rep.

HOLLYWOOD—Doc Merman has been appointed executive production representative on the staff of production manager Stanley Hough at 20th-Fox, it is announced by Richard D. Zanuck, vice-president in charge of production.

Merman's first assignment will be "The Agony and the Ecstasy," Charlton Heston starrer from the Irving Stone novelization of Michelangelo's life.

NEW YORK—At a press conference in Trans-Lux offices, company president Richard Brandt said that if the State Board of Regents did not comply with the Nov. 21 Appellate Court order granting a license to the motion picture, "A Stranger Knocks," then Trans-Lux would start contempt proceedings. The board has appealed the decision, and the question to be considered is whether the appeal has provided a reason to delay granting the license.

"Other states and communities have overwhelmingly accepted 'A Stranger Knocks.' This is proven not only by many rave reviews but also huge box office results. The New York State Supreme Court has ordered the censor board to issue a license forthwith. Should the board of censors refuse to issue that license, then Trans-Lux will move to have the board cited for contempt of court." This is Brandt's position.

The hotly contested film from Denmark, which was denied a license in March and submitted to the courts in July of 1963, has two scenes involving sexual intercourse. The censors demanded that the scenes be deleted before a license could be granted, but in its entirety, and therefore the censors cannot order the deletion of individual scenes. This ruling, says Trans-Lux, is a major breakthrough in the film industry's continuing fight against arbitrary censorship and a precedent setting first in New York State.

The concurring opinion by Justices Bergan, Gibson, Reynolds, and Taylor held that the picture was not obscene because the sexual acts were an integral part of the film.

In a dissenting memorandum, Justice Herlihy remarked, "The portrayals . . . go substantially beyond the accepted customary limits. They forthrightly depict the fulfillment of acts of sexual intercourse between the principal characters."

Brandt stated that the court decision dealt a crippling blow to the censor board, "an organization that by all free and civilized standards should never have been formed."

Brandt further stated that he plans to open "A Stranger Knocks" in New York sometime the latter part of January.

## "Texas" For 25 In N.Y.

NEW YORK—"4 for Texas," Warner Bros. story of the "far-out West," starring Frank Sinatra, Dean Martin, Anita Ekberg, and Ursula Andress, will open on Christmas Day in 25 suburban theatres in the New York-New Jersey metropolitan area simultaneously with its openings at the Paramount and Trans-Lux 52nd Street in midtown Manhattan.

Among the New Jersey theatres where the technicolor-Panavision film will open are Proctor's, Newark; Stanley, Jersey City; Fabian, Paterson; Oratani, Hackensack; Montauk, Passaic; Troy Hills, Morristown; Baker, Dover; Boonton, Boonton; Palace, Netcong; St. James, Asbury Park; Strand, Lakewood; Community, Toms River; Playhouse and Prince, Princeton; Majestic, Perth Amboy; Strand, Plainfield; Cinema, Menlo Park; Barn, Frenchtown, and Somerville Drive-In.

The Long Island theatres where "4 for Texas" will open on Christmas Day are York, Huntington; Cinema, Bay Shore; Plaza, Patchogue, and Cove, Glen Cove. Elsewhere in New York State, the film will open at the Beacon, Beacon; and Sparta, in Sparta.



# TOA Reports New Stamp Plan Stirs Excitement In Early Testing Area

NEW YORK—With a view toward diverting a portion of the interest in trading stamps in the direction of the motion picture industry, Thomas James, pioneer St. Louis, Mo. exhibitor, has developed and launched a Movie Stamp plan reportedly creating excitement in an initial midwest test area.

The simplicity of the plan, according to a TOA report, offers perhaps its greatest appeal to all three components: the customer, the participating merchant and the exhibitor.

One stamp is issued by the merchant for each one-dollar purchase. When a total of 50 stamps are collected, and pasted in a Movie Stamp folder, the completed book is presented at the boxoffice of a cooperating theatre, representing a one-dollar value. A theatre admission ticket is issued at the prevailing rate, and the change from the "dollar" is returned in cash to the customer.

Attractive 10" x 14" display cards, imprinted in red and blue on white stock, bearing the legend, "We accept Movie Stamps . . . Good for Admission or Cash," are furnished the theatre adopting the plan for lobby and boxoffice display. Similar cards indicating "We Give Movie Stamps," are exhibited by the merchants.

A boon to the merchants is the fact that no fractional stamps (for purchases of less than one dollar) are issued. Exhibitors are served because no fractional books (books with fewer than 50 stamps) are redeemable.

Thomas James Entertainments, Inc. maintains, on deposit in escrow, in designated banks, sufficient funds to be released to the exhibitor on presentation of filled and redeemed Movie Stamp folders, or, by arrangement, a company agent will, at regular intervals, call at the theatre to redeem filled books.

Merchants are afforded the protection of non-licensing for Movie Stamp issuance of any competitive firms within an agreed area. They will be kept advised of theatres accepting stamps, opening new avenues of mutually beneficial cooperation advertising.

A great demand for the Movie Stamps has been evidenced by housewives and children in the tested area, because of the minimal requirements (only fifty stamps) to fill the books and the immediate movie admission and cash value. As anticipated, the cash offered in change for the Movie Stamp "dollar" usually finds its way to the concession area.

## Altec Goes to N.Y. Fair

NEW YORK—Altec Service Corp., a division of Ling-Temco-Vought, announced it will equip and operate the projection and audio requirements for the IBM Exhibit at the forthcoming New York World's Fair.

Installation of wiring for special optical and acoustical effects for the complex IBM display is under the direction of R. E. Pierce, operating manager for Altec Service.

Regarded as one of the largest independent national service organizations in existence, Altec was formed out of Electrical Research Products, Inc., a Western Electric subsidiary, in 1937 and assumed the responsibility for the installation of a major portion of the motion picture industry's sound reproducing equipment.

## Boston's Jimmy Fund Marks 15 Years Of Service

BOSTON—To an overflow gathering of more than 1,500 people who jam packed the Imperial Ballroom and outside foyer of the Hotel Statler Hilton, Boston, for the occasion of the celebration of the 15th anniversary of Variety Club's Jimmy Fund-Children's Cancer Research Foundation, glowing tribute was paid to the motion picture industry and the tremendous part they have played through the years in the annual Jimmy Fund Drive.

Arthur Lockwood, president of Lockwood and Gordon Theatres, was toastmaster of the affair, which saw more than 80 dignitaries from throughout the country seated at the head table.

The feature of the evening was a letter from the White House, read by Norman Knight. One of the final signatures of the late President John F. Kennedy prior to his leaving for Dallas was a personal congratulatory message to Dr. Sidney Farber of the Jimmy Fund.

## SW Texas Zone Meets; Spring—Summer Plans Set

GALVESTON, TEX.—The Texas zone of the Stanley Warner Corporation, Stanley Warner Management Corporation, recently concluded its annual managers' meeting and convention here, with approximately 40 managers from Texas, Oklahoma City, and Memphis in attendance.

Also in attendance for this three day meeting were the following officials from the Stanley Warner Corporation in New York: Harry Kalmine, vice-president and general manager; W. Stewart McDonald, vice-president and secretary-treasurer; Nat Fellman, assistant general manager; Harry Goldberg, director of advertising and public relations; Stuart Aarons, legal staff; Jack Yellin, head of concessions; and Fred Stengl, head of the insurance department; together with six members of the zone office executive personnel.

Albert H. Reynolds, Texas zone manager, who headed this convention, said the primary purpose of the meeting was to set plans in motion for the coming spring and summer season, but that such a meeting is also important in giving the theatre managers an opportunity to gain a fresh perspective with regard to their work by exchanging ideas and information with their fellow managers and mapping campaigns with the office personnel and officials of the company.

## Para. Ups Aussie Execs

SYDNEY, AUSTRALIA—Jack Edwards has been appointed general sales manager of Paramount Film Service Pty. Ltd., it is announced by Robert L. Graham, managing director of Paramount Pictures' Australian and New Zealand organization.

Simultaneously, Graham announced the promotion of Wesley Loney to Paramount's Victorian manager.

## RKO Theatres Luncheon Breaks Booking Changes

NEW YORK—A large number of branch managers, head bookers, salesmen and home office sales executives from all the motion picture companies attended a luncheon hosted by Harry Mandel, president, RKO Theatres, and Matty Polon, vice-president, at the Warwick Hotel. The purpose of the luncheon was to introduce the new setup for RKO's film booking department.

Polon explained that the new setup in his department will divide the country into thirds, and that a booking team consisting of Marty Perlberg, Ida Cohen and Bernie Friedman will supervise one-third each for four months, and then be rotated to another section. This will allow each member of the booking department to handle the entire country in the course of a year and obtain complete knowledge of the booking conditions existing in all parts of the country.

Others attending from the RKO home office were Tom Crehan, assistant to the president; Fred Herkowitz, national director of advertising and publicity; and Blanche Livingston, Patty Grosso and Ernie Shapiro of the advertising-publicity department.

Guests at the luncheon were: Nat Furst, John Dervin and Etta Segall from Allied Artists; Saul Trauner, Otto Hayman, John Wenisch and Vincent Borrelli from Columbia; Robert McNabb, Nat Rosen and William Tavernise from 20th-Fox; Saul Gottlieb, Harold Zeltner, Phil Gravitz, Leonard Hirsch and Dave Klein from MGM; Ed Deberry, Hugh Owen, Al Taylor, Myron Sattler, Nat Stern and Richard Magan from Paramount; John Hughes, Bud Ederle, John Turner and Tony Agoglia from United Artists; J. J. Jordan, Jack Huber, Harold Saltz, Leo Simon and Dick Graff from Universal; Jules Lapidus, Mike Anderson, Sol Kravitz and Ralph Ianuzzi from Warner Bros.; Jim O'Gara, Veto Sperti and Alan Borenstein from Buena Vista; and Lou Steisel and Harry Margolis from Embassy Pictures.

## Town Lab To Tech.

NEW YORK—Patrick J. Frawley, chairman of the board and chief executive officer of Technicolor, Inc., and Abraham Saland, president of Town Photolab, Inc., announced jointly that the closing has been completed under the plan and agreement of reorganization entered into by the two companies in Oct., 1963, following recent approval of the plan by the Town shareholders.

Under the plan, Technicolor Corporation of America, a subsidiary of Technicolor, has acquired all of the assets and assumed the liabilities of Town Photolab in exchange for 133,500 shares of Technicolor's common stock. Additional Technicolor shares, if any, up to 13,350 shares may be issued to the Town shareholders under a market price formula contained in the Plan.

Frawley stated that the business previously conducted by Town in the fields of consumer photographic processing and the sale of film, photographic equipment, and accessories will be continued under the Town management as part of Technicolor's consumer products division. These activities will be carried on principally in New York, Boston and St. Louis. Technicolor's consumer products division will also continue the manufacture and sale of floor maintenance products through Town's DU-EV Division in its Brooklyn plant.



## Indie Encouragement Needed, Says Jacobs

LOS ANGELES—The survival of independent producers in the battle for more Hollywood product is the responsibility of distributors and exhibitors, Newton P. Jacobs, president of Crown International Pictures, said in a statement.

Encouragement to the independent film maker must be forthcoming in material ways, Jacobs said.

"Distributor and theatre men must collaborate to stimulate the independent producer," he said. "We have to support his playable product with exploitation, advertising and terms which will make it possible for him to make money to put back into more production."

The Crown head pointed out that exhibitors have been helpful in the company's own campaigns for the independently made films it releases. The exploitation campaigns designed by the Crown staff for highest possible point-of-sale penetration have brought increasing numbers of playdates for each successive Crown release, Jacobs said.

"We have been able to encourage more production this way," he stated.

Independent distributor flexibility and lower operational overhead matches those factors for independent production, Jacobs pointed out.

"Every freedom we can give the independent film producer is important," he said. "The encouragement comes from knowing he has a market where he can place his features with sufficient profit to continue making pictures. Distributors and exhibitors alone can give him that encouragement for making good, exploitable product."

## Broumas Plans N.Y. Trio

BUFFALO—Three first-run movie theatres containing 900 seats each are being planned for the Northtown Plaza, Transitown Plaza, and Southshore Plaza in the Buffalo suburbs of Amherst, Clarence and Hamburg, respectively.

Total cost of the project is estimated at more than \$1.5 million. The theatres will be operated by Broumas Theatres, Inc., of Silver Spring, Md.

The three theatres will bring to 17 the number of Buffalo area first-run houses either already in existence or in the planning stages.

John G. Broumas, president of the theatre circuit, said "We selected these particular sites because of the demand for convenient, first-run theatres in the Buffalo area. These theatres are our first entry into this area and will undoubtedly be followed by additional units."

The theatres will be built by A. Spiegler & Sons Realty Co., of Maple Heights, Ohio, of brick, steel and concrete. Each theatre will contain 9,000 square feet of space, mostly on one floor. Architects are Smith, Buchanan and Smith of Youngstown, Ohio.

## Buying Plan Endorsed

MILWAUKEE—The board of directors of Allied of Wisconsin enthusiastically endorsed the National Allied buying plan and expressed the hope that the mechanics for putting this plan into effect can be successfully concluded.

The board further endorsed COMPO's drive on the Bill of Rights Day and has urged all its members to cooperate fully in giving wide coverage to the showing of the special Bill of Rights message delivered in the trailer by ex-President J. F. Kennedy.

**COME ON...**

**TIME'S AWASTING!**

**YOUR LAST CHANCE TO GET A '64 LINCOLN CONTINENTAL FOR \$10 BUCKS!**

drawing for winners  
DECEMBER 20th

**4 CARS GIVEN**

1 on Pacific Coast  
1 in Central States  
1 in South-Southwest  
1 on Atlantic Coast

Ask any branch manager for your ticket(s)—they're \$10 each

Could get you a fully equipped Lincoln Continental  
Contributions are tax deductible

**\$10 BUCKS**

ALL PROCEEDS GO TO HEALING, MEDICAL RESEARCH, TRAINING and TEACHING AT THE ENTERTAINMENT INDUSTRY'S

**WILL ROGERS HOSPITAL and O'DONNELL MEMORIAL RESEARCH LABORATORIES**

Saranac Lake, N.Y.  
NATIONAL OFFICE: 1501 BROADWAY, NEW YORK, N.Y.



# The NEW YORK Scene

By Mel Konecoff

**A MATTER OF EXHIBITION:** George Murphy, former actor turned executive, revealed plans here last week for a Hollywood Pavilion at the New York World's Fair, which will feature original motion picture sets from outstanding pictures, a museum, and demonstrations of movie-making in a 75,000 square foot exhibit area. Trans World Financial is putting up the money.

He and his associates plan on bringing to New York what most people want to see when they come to Hollywood—a studio in operation with famous personalities. Besides these, the public, for an admission charge of one dollar for adults and 50 cents for children, will have the opportunity to visit actual sets from such films as "Cleopatra," "West Side Story," "The King and I," "Irma La Douce," and others.

Demonstrations of movie production methods and techniques will be performed on a simulated sound stage, and plans call for a 1,000 seat theatre to accommodate the audience and also permit participation by the audience. There will be a recording booth with singers in attendance, a check-writing machine to make autograph-giving a cinch by stars. Footprints and hand prints from the Grauman Chinese Theatre forecourt will be reproduced; mementos will be present from the forthcoming Hollywood Museum courtesy of president Sol Lesser; and there may even be some footage from films shown via rear projection. While there won't be any premieres at the site, special tie-ins and promotions from new pictures will be in order as they come along in 1964-65. The front will be a replica of the Hollywood Chinese Theatre.

Murphy even had some soil from the corner of Hollywood and Vine and from the site of the Hollywood Museum at hand, and for window dressing, Joan Fontaine and Maureen O'Sullivan were present.

**TRIBUTE:** 400 leaders of the motion picture, broadcasting, and television industries gathered at a luncheon sponsored by the Federation of Jewish Philanthropies at the Americana Hotel last week to pay tribute to Ed Sullivan, columnist and tv personality, as guest of honor.

Martin Levine, vice-president of Brandt Theatres, Nat Lefkowitz of William Morris Agency, and Burton E. Robbins, president of National Screen Service, were co-chairmen.

Film maker Hi Brown was guest speaker, detailing the charitable works of the Federation, which covers 116 hospitals and social welfare agencies serving almost one million men, women, and children of all faiths. Myron Cohen entertained. Serving as associate chairmen were Richard Brandt, Dave Picker, Dave Rosen, and Stanley Schneider, with a bow to youth in the industry. Barney Balaban was honorary chairman.

**THE METROPOLITAN SCENE:** UA's fun film, "The Pink Panther," goes into Radio City Music Hall after Easter, and it will be the first UA attraction there since 1951. . . . Publicist Bernard Lewis will direct the 1964 Page One Ball of the Newspaper Guild to be held April 24, 1964, at the Hotel Astor. . . . Jerry K. Levine, Paramount advertising manager, off to studio for conferences. . . . Holiday greetings in from Samuel Bronston Productions, the George Waldmans, Bob Steuer, Ed Lachman of Carbons, Inc.

## College Lecture Series Seen For Theatres

MIAMI, FLA.—Recent developments at the offices of Sand Motion Picture Corp., headquartered at Miami, Florida, give indications that hard-top theatres might soon be able to devote morning and afternoon hours to the programming of educational pictures.

According to William Swygard, president of Sand, full-length college courses under the general title "Theatre University" will be available in color. He said a program could consist of two one-hour color films. One such film could be of science or mathematics lecture content, the second film on the humanities. This series of lectures will continue until 39 are completed—such a series comprising one semester.

Swygard stated "that we are choosing top professors to teach in these film courses. Filmed courses entailing such subjects as a foreign language or the history, religion or geography of another country will enlist the teaching talents of professors from that country."

Present plans will allow the theatre owner to share in this educational and humanitarian project and be paid for it. Swygard has talked to many theatre owners, and most agree that an expense plus percentage of the gate is satisfactory.

## IFIDA Dinner Chairmen

NEW YORK—A group of key industry executives have accepted chairmanships for various divisions of the upcoming international film awards dinner of the Independent Film Importers and Distributors of America, according to chairman Daniel Frankel, president of Zenith International. The gala dinner-dance will be held at the Americana Hotel on Jan. 21, 1964.

Serving as accessories chairman will be Norman Robbins, National Screen Service; laboratories: Saul Jeffee, president of Movie-lab; sound: David Horne, executive vice-president of Titra Organization; raw stock: William Reddick, Eastman-Kodak; talent: Bernie Willens, William Morris Agency executive; guilds: Harold Hoffman, Screen Actors Guild; signs: Jack Starr, Artkraft Strauss; unions: Steve D'Inzillo, business agent of Local 306; and storage: Emanuel Kandel, Bonded Film Storage.

Herbert Hauser and Dave Diener, Monroe Greenthal Co. executives, will serve as advertising co-chairmen; Daniel Blank, Blank-Rand Associates, will chair public relations; Barney Kleid, National Theatre Supply, equipment dealers; and Lee Koken, RKO Theatres, concessions.

## Rackmil, Aboaf Abroad; Predict 1964 Upsurge

WEST BERLIN—1964 will be one of Universal's greatest years, company president, Milton R. Rackmil, forecast at the opening of the annual German Sales Conference here.

Rackmil who is in Europe with vice-president and foreign general manager, Americo Aboaf, to lead a series of sales meetings with Universal executives and distributors told the delegates that "our new productions have never been better adapted to current global tastes. They hold the greatest potential in Universal history."

He pointed to the wide international star appeal and to the consistently high levels of producing, directorial and writing skills drawn from all over the globe which are combined in the company's latest releases.

Starting with "Charade" which has Christmas holiday dates in choice overseas locations as well as in the United States, Rackmil reviewed the line-up of already completed pictures for 1964 commenting that "Universal can boast the most impressive array of stars in its entire history."

He also listed an imposing array of new productions being readied for the cameras to enhance Universal's constantly growing strength throughout the world. Foreign general manager Americo Aboaf reviewed the performances of Universal's European organization for the nine month period recently completed, predicting a record 1964 for Europe. He observed that the company was striving for a position of leadership in each individual country and was making substantial gains in that direction. He proceeded to project the extent of the wide advances expected for 1964 with the new product listed by Rackmil.

Aboaf also examined distribution and promotion plans for the coming year, emphasizing that Universal had a total of fourteen already completed films standing ready for release in Europe.

"This substantial group of already completed pictures gives our sales and publicity forces ample time to develop the best release and publicity patterns for each individual picture for each individual territory." He said, "Orderly, energetic and highly organized distribution of this valuable product will be our keynote."

Following the meeting both Rackmil and Aboaf stated that they were impressed by the enthusiasm and high spirit of the members of the German organization which served to reinforce their optimistic forecasts. The two executives, accompanied by assistant foreign manager, Ben M. Cohn, will leave here for Rome and then Barcelona.

## Md. Censor Law Studied

ANNAPOLIS, MD.—The State Court of Appeals reserved decision on the constitutionality of the state's censor law.

The five judges acted after hearing an attack on the censor law by Felix J. Bilgrey, attorney for Ronald L. Freedman, manager, Rex, Baltimore, Md., and rebuttal by the state's attorney.

The state contended that the censor law was needed to control obscenity in films.

The case arose out of Freedman playing Times Films' "Revenge At Daybreak" without showing it to the censors as required by law. After being found guilty in Baltimore City Court, Freedman took his case to the Court of Appeals.

The Motion Picture Association of America filed a brief supporting Freedman.



# LONDON Observations

by Jock MacGregor

ONCE THE INDUSTRY tried only to project a glamor front, and judging by the crowds still clamoring for the Garbo revivals, did pretty well. Now supporters of those who miscalculated market requirements as far as product and numbers are concerned are severely damaging the image by their public attacks on the circuits. But publicity being as dangerous in some hands as it can be beneficial in others, this has boomeranged on those it had been intended to help.

Pressmen and exhibitors, in their efforts to assess the situation, have sought how many and which pictures are involved. Titles are being bandied around in gossip and print with the inference that they may not be so good anyway. Most of the pictures, which involve an investment of some \$4,000,000, are handled by British Lion, and what was once merely a tricky situation which should have been settled internally is becoming a serious crisis for some. The resulting adverse publicity can be far more costly than the interest rates, no matter how long a release is delayed, since it is tax deductible.

The industry is split on a solution. On one side is the British Film Producers Association and most distributors and exhibitors; on the other is the Federation of British Film Makers, film unions, and some exhibitors. Both associations held their monthly press conferences. National reporters attended in force, and it was alarming to find how many had been misled by the propaganda and how little they knew about the industry. (One even asked if hundreds of British films were delayed when informed circles place the total at less than a dozen). We learned that the Fed is going ahead with its demand for theatres to be required to show 50 instead of 30 per cent British product and has had a meeting with the Secretary of State for Industry, Trade, and Regional Development. The BFPA rejected the increase as it is considered too facile a solution for the problems which include the decline in moviegoing. It wants an assurance from the circuits that they will maintain in 1964 this year's number of British film bookings, which are considerably in excess of their obligations and plans to keep a register of the production and release situation.

In answer to a query as to the difference between the two associations, the BFPA's John Walton suggested that the Fed was more politically minded and wanted matters handled through the government, while the BFPA believed settlement should be done internally through trade channels. It should be stressed that while the Fed was formed by producers who broke away because they wanted a membership without those with exhibiting interests, many independents are in the BFPA. American owned and associated British subsidiaries are in both groups.

At first, press and tv were sympathetic to the independents, but The People has come out with a stinging feature which concludes: "I take the view that the nation doesn't owe every independent producer a living. If they can't make films that attract the public, they should turn their talents elsewhere. This crisis won't be a real one until the public cries out to see pictures the circuits refuse to show—and so far there hasn't been a whisper of complaint from that quarter." Through the misguided individuals who made this a public issue, everyone in the industry is suffering. Casual acquaintances sympathize with one; the bank teller looks just that much harder at the check and queries whether the industry will pull through. Serious damage has been done and one can but ask what is really behind it all.

IT IS IRONIC that the "films and filming," the high brow monthly which gives its readers the intelligence for being interested in trade affairs, in its annual poll of box office hits comes down heavily in favor of British pictures. Its top five are "From Russia With Love," "Summer Holiday," "Great Escape," "Tom Jones," and "Longest Day." "Ru\$\$ia," which cost \$1,960,000, will probably be the first picture ever to have earned a million pounds before it opens in America. It is set for Easter release.

WATCH WALTER ECKART. With sons Derek and Rodney, he has guided the Star group to the forefront in entertainment. Though they are headquartered in the north, hardly a week passes now without seeing them in London. They are expanding and developing. While they have converted a number of theatres to casinos for bingo, etc., they are still in movies in a big way. They appreciate that the house must be as good as the film, and they have invested heavily in redecoration and equipment. To hear them talk, one appreciates that they know exactly what movies are taking money and making sure that they play wherever they can—recently they were chuckling because they took "Ru\$\$ia" after an extended run and still got two weeks in one situation. Their latest developments are the Silver Blades Ice Rinks. In several of their entertainment projects, they are associated with Rank and other big groups. We shall hear a lot more of Star—it's shining brightly.

AIP'S SAMUEL Z. ARKOFF breezed into town to see how director Roger Corman was getting on with their Angelo Amalgamated co-production, "Masque of the Red Death," and was so delighted with what he saw that he jetted to Rome to look at other ventures. This, his seventh Edgar Allan Poe thriller, is being shot in Panavision and color at the Associated British Elstree studios with Vincent Price and Hazel Court in the leads. Arkoff is a realist, believes in making pictures on the right budget and catering for a definite market, so that exhibitor and public know what to expect of the AIP trade mark. . . . Away from it all: the first publicity stories from Cliff Richards' "Wonderful Life" reveals that the unit will be on the Canary Isles for three months and that the temperature is in the eighties. They will miss Christmas at home. Some really do suffer to keep the box office happy. Back from it all—or to be more precise from appearing in "The Americanization of Emily" in Hollywood—comes Liz Fraser with the observation: "American men must be the most generous in the world. Nearly all the girls I met drove large cars, wore expensive wraps, and sported diamond rings given them by their male companions." What do you say, fellows?

## Supreme Court To Review Viking Phila. Trust Suit

WASHINGTON—The U. S. Supreme Court agreed to review antitrust allegations by Harry Sley's independent Viking, Philadelphia, against William Goldman Theatres, Stanley Company of America, Stanley Warner Management Corporation, Fox Philadelphia Building, Inc., and distributors Paramount, Columbia, Universal, United Artists, Warner Brothers, MGM, and 20th Century-Fox.

In an action dating back to 1956, Viking charged it had to pay more to obtain first-run product because of "no competition" agreements among the defendants. The effect, the theatre charged, was a conspiracy to drive it out of business.

The U. S. District Court for Eastern Pennsylvania ruled against Viking on the grounds it had failed to prove its case, and the Thrd Circuit Court of Appeals affirmed this ruling.

## Balaban & Katz Plan New Chicago Theatre

CHICAGO—Construction of the first new Balaban & Katz theatre in the Chicagoland area since 1937 will begin shortly on a site adjoining the Oakbrook Shopping Center in Oak Brook, Illinois. (The location is southwest of Chicago, beyond Elmhurst, at the corner of Route 83 and Cermak Road, Route 55).

Details of the project were announced this week by David B. Wallerstein, president of the theatre company. He said "Oak Brook is a rapidly developing area in which Balaban & Katz now will be associated with such outstanding merchandising establishments as Marshall Field & Company, Sears, Roebuck & Company, and others."

Plans call for the erection of a 1200-seat theatre surrounded with spacious parking facilities. Balaban & Katz will occupy the property under a 25-year lease negotiated by Draper and Kramer, Inc., agents.

The  
finest  
carbons  
ever  
made...



PROJECTOR  
CARBONS



## ALBANY

Bill Barrington recently returned to Florida via plane from Albany to continue the general management for Alan V. Iselin of his three Sunshine State automobilers. THE EXHIBITOR mistakenly identified them as Barrington's theatres. Barrington is stationed in Albany from March to October. . . . Stanley Company of America, Inc., Delaware corporation, has merged with Stanley-Mark-Strand Corporation, a New York State company. A merger certificate was recorded with Secretary of State. . . . Manager Herbert L. Gaines received congratulations on the showing of the local exchange in "Winners from Warners" sales drive during its early weeks. "Manager's Week" was celebrated. . . . Al Golden, who first visited the district as salesman for George Waldman, out of Buffalo, and who last summer became a salesman for 20th-Fox, resigned from the latter position. He had been a MGM salesman in the mid-west for years before joining Waldman. . . . A "For Rent" sign still hangs inside the front door of the darkened Fox exchange at 1050 Broadway. . . . Alan Iselin closed Super 50 Drive-In on Schenectady-Ballston Spa Road; Auto Vision in East Greenbush; and 9-G Drive-In, near Poughkeepsie. He planned to continue Turnpike Drive-In on a weekend basis throughout the winter. . . . The only automobiler battling the elements last winter was Jim Fisher's Hollywood at Averill Park, back of Troy, which operated Fridays through Sundays. . . . Dick Peacock, Mount Pleasant High School student, is now assistant manager of the Colony, Schenectady. . . . The three-member auditorium committee, International Association of Auditorium managers, counseled on Albany's proposed convention hall with representatives of State's Temporary Commission on Capital City, Convention Bureau, Greater Albany Chamber of Commerce, and with Mayor Erastus Corning. The Committee has recommended construction of an auditorium bestriding South Pearl Street, including city's oldest theatre, still operated Leland.

## ATLANTA

Martin's Cinerama has gone dark and will reopen for the Georgia premiere of Stanley Kramer's United Artists-Cinerama comedy, "It's A Mad, Mad, Mad, Mad World." . . . A meeting to alert exhibitors to the threat of toll television and solicit support for the Crusade for Free TV in California was held at the Atlanta Variety Club with TOA president Stembler as chairman. Southern California circuit operators Al O'Keefe and William Oldknow were principal speakers. Pledges of \$19,000, the quota for this part of the country, were obtained. . . . The local WOMPI held their monthly meeting at the local Variety Club. . . . Norris Hassaway has returned to the Wilby-Kincey Service from a local hospital. . . . Paul Wilson, 20th Fox, has returned home following a heart attack and is getting along fine. . . . Hap Barnes, owner, Barnes Theatres in Knoxville, Tenn., returned from a European trip with his daughter. . . . New members of the WOMPIs are Oris Smith, MGM; and Mary Keen, Warner Brothers. . . . Virgil Hopkins has resigned at Kay Film Exchange to join the booking department at Allied Artists. . . . Sympathy is extended to Martha Williams, United Artists' staff, upon the death of her brother-in-law. . . . Martha Chandler, booker at United Artists, reports that her mother suffered a broken hip.

## BOSTON

Joseph E. Levine visited to begin the exploitation campaign for his new picture, "Zulu," which was to have its first screening in this country in New York on Dec. 16. A group of Boston and New Haven exhibitors, headed by Joe Wolf, manager of Embassy's Boston office, and Hatton Taylor, sales director, were to make the New York trip to see the picture. Indications are that the world premiere of "Zulu" will take place in London, England. Levine said he would "spend more money on this picture in advertising and promotion, on radio, television, billboards and in newspapers than has ever been spent on a picture in New England before." A tremendous saturation campaign is being worked out on "Zulu" for the New England area, he said. . . . Joseph Sadur has been named resident manager of New England Theatres' new Parkway Plaza 800-seat house, which opens Dec. 20. Chester L. Stoddard, president of New England Theatres, Inc., announced the appointment. . . . The Theatre Owners of New England (TONE) COMPO merchandising campaign on the Warner Bros. film, "Palm Springs Weekend," which kicked off in the territory Nov. 20, was reported a "tremendous success" by Mal Breen, Interstate Theatres, chairman of the exhibitor committee. "In spite of the shock and grief over the assassination of the President, and the fact that many New England theatres were closed both that Friday and Monday, 70 first week bookings have grossed over \$103,000." In most sites, he said, the second week was better than the opening week. Carl Goldman, executive secretary of TONE and coordinator for the campaign, said that the TONE-COMPO committee is now negotiating for the next campaign. . . . Joe Mansfield, publicity director, United Artists here, is setting up campaigns on "Tom Jones," which opens at the Beacon Hill on Dec. 18, and "Kings of the Sun," which opens at Loew's Orpheum on Dec. 19. . . . UA's "Irma La Douce" played 14 weeks at the Fine Arts, Portland, Me., a new record for the city. . . . Daniel Mann, director of "Who's Been Sleeping in My Bed," came in for press interviews at the Ritz Carlton. The Paramount picture opens at the Astor on Dec. 25. . . . Art Moger, publicity director, American International Pictures in Boston, is launching a search in each city where AI's new combination bill, "Goliath and the Sins of Babylon" and "Samson and the Slave Queen," will play for a "Samson" and for a "Goliath." The regional winners will compete for the title of "New England's Samson-Goliath."

## BUFFALO

George Hoover of Miami, executive director of Variety Clubs International, was in town to discuss plans for the organization's 1964 convention. Buffalo Tent No. 7 will host the convention June 30 through July 2 at the Statler Hilton Hotel. Hoover was accompanied by Jack Fitzgibbons, Jr., of Toronto, Variety International's property master. They met with local Chairman Jim Hayes, Nate Dickman, Tom Fenno and Mickey Ellis. . . . Walter Slezak is scheduled for a one-man show on the stage of the Boland Memorial Theatre, Lackawanna. . . . Seven past chief barkers were honored by fellow club members of Variety at a luncheon in Tent 7 clubrooms last Monday. Feted were Bill Dipson, Mickey Ellis, Myron Gross, Jim Hayes, Billy Keaton, Lux and Fran Maxwell. . . . Shea's Teck, closed since July, will reopen

this month to add one more to the list crowding for Xmas premieres. The Teck motion picture will be "The Prize." . . . In an interview with Bob Sokolsky, theatre-film reporter for the Courier-Express, Frank Arena, city manager for Loew's was quoted: "There is one thing we definitely do not want to do—we refuse to go after mediocre product for the Teck. Mediocre films would damage the reputation of the theatre. We have tried to give it a high standard and want to keep it that way. This policy is admittedly a gamble, but we are trying to book pictures we think the public should see. We are trying to keep a high level rather than mass patronage." How about the image of the Teck? Has it been damaged by being closed for a lengthy period? "That is hard to say," Arena said. "I think people come to the theatres to see product, rather than just wandering downtown to decide on a film," he said. "As the theatre is on the fringe of the downtown movie area, our audience has to be attracted by the film. We're not going to get many people who just happened to be passing the theatre."

## CHARLOTTE

Samuel L. Irvin, owner and operator, Plaza, Asheville, N. C., has been elected a new member of the board of directors of the Asheville Chamber of Commerce. He will serve a three-year term. . . . Film actor Burl Ives began treatment at the Duke University Medical Center, Durham, N. C., which is designed not only to protect his health but also to make him a likely candidate for a wider variety of acting roles. He is taking the "rice diet" treatment of famed Dr. Walter Kempner, which has enabled Buddy Hackett and others in the entertainment world to shed unwanted pounds. He expects to be in Durham for several weeks and is an outpatient at the hospital, where he is to undergo regular checks and examinations while eating at an approved "rice house."

## CHICAGO

Raymond A. Cull, 46, jobless projectionist, was found dead in the DesPlaines river. There were no marks of violence on the body, which was reported to have been in the water about two days. . . . Irving Tomback has been named director of public relations for Oscar Brotman Theatres. . . . Mrs. Florence Gallagher, wife of Lewis Gallagher, retired film executive, is dead. Her survivors include, besides her husband, a brother and three sisters. . . . J. Lebovitz has organized the Three Pence Company to operate vending machines. Jaybee Foods is distributor. . . . Don Roth, manager, Blackhawk Restaurant, reports that combination theatre ticket and dinner tie-in has been successful with McVickers theatre on "How the West Was Won," using 3,000 ticket deals. He is now tying up with the management of State-Lake on a similar deal for "Cleopatra." . . . Operators union has placed an extra operator in each booth of 17 theatres playing "Lawrence of Arabia" at advanced admissions. The film is expected to run for four weeks or longer in the selected theatres. A large advertising campaign is backing the run.

## CINCINNATI

Variety Tent Three members who are rabid followers of the University of Cincinnati's basketball team, had a wonderful time following the game at a "basketball wrap-up party" in the club room in Vernon Manor,



Dec. 7. While rehashing the game, members and guests enjoyed a hot buffet supper thoughtfully provided by entertainment chairman Ben Cohen. . . . Staff members of Columbia held their annual Christmas dinner party in Hotel Alms Dec. 9, and UA had its dinner party at the Lookout House, Dec. 14. . . . Dorothea Lang, MGM office staff, has announced her engagement to Willard Humburg, a CG&E engineer. The couple plan to marry in the early spring. . . . Edna Adelhardt Ransom, formerly with Screen Classics, has joined her husband who is stationed with the U. S. Armed Forces in Alaska. . . . Chakeres Theatres, Springfield, O., has appointed Norman Lee Rogers as manager, Harrod, Harrodsburg, Ky., and Terry Schleiger, State manager, Greenville, O. . . . Catholic nuns saw a special screening of UA's "Lilies of the Field" at the Regent, Springfield, O., Dec. 7. . . . Nearly all Chakeres circuit houses had special shows for spook addicts on Friday, Dec. 13. . . . There will be merry bedlam Dec. 21 when the art Esquire has two matinees for a thousand youngsters living within the Clifton area through the courtesy of the house and Keller's Super-Market. . . . A runaway auto damaged the entrance to the Esquire, demolishing one of the doors and bashing in one side of the boxoffice. Fortunately no one was injured. The theatre itself was not damaged and has had no interruption to the regular film showings.

## DALLAS

Lee Fisher and Helen Fisher, operators of the Twin Highways Drive-In at Grand Prairie, Tex., are scheduled for trial on charges of showing an obscene movie. Prosecutors expect to show the film, "Europe in the Raw," to the jury. Charges were filed by the Grand Prairie Police Dept. The trial is set in Judge Jim Guthrie's County Criminal Court. Maximum penalty in the case would be \$1,000 and one year in jail. . . . William Castle is scheduled to make several stops in the Texas territory in behalf of his newest film "Straight Jacket." Castle will be here for about a day-and-a-half and will host a luncheon for exhibitors and other theatre men as well as representatives of the press, radio and television. . . . The Circle will be one of 34 theatres where Paramount is holding invitational previews of "Seven Days in May." . . . The Capri is scheduled to close for installation of the new Cinerama equipment to show "It's A Mad, Mad, Mad, Mad World." . . . Hollywood film actors John Ireland, Donald Barry and Gregg Weir were in the cast of "A Thousand Clowns" the stage production which played at the Dallas Memorial Auditorium Theatre. . . . Business has been on the increase at most Dallas theatres. . . . Joe Jackson, recently re-elected chief barker of the Dallas Variety Tent presented a new sedan to Mrs. Selby Fry, director of Hope Cottage. The gift of the automobile is one of the many philanthropic acts of the local Variety club which they have participated in during the past year. . . . Funeral services were recently held for H. B. Leathers of the Palace, Paducah, Tex. . . . The University of Texas at Austin, Tex., is among the 15 universities in the country to offer creative writing scholarships sponsored by Hollywood's MCA.

## HOUSTON

William Castle visited here in behalf of his latest film, "Straight Jacket." . . . For the first time in the city, Orson Welles' "The Trial" will be shown at the Jewish Com-

munity Center. . . . During her stay in the city, Carol Lynley on a promotional tour in behalf of "The Cardinal" began at 9:30 a.m. with a breakfast for movie critics, followed by radio interviews. At 12:15 p.m. she appeared in the Al Bell show on KHOU-TV and at 1 p.m. on the Larry Hovis show on KTRK-TV. While in the studio she taped a show for telecast on the Larry Kane program later in the week. Later she appeared on Thelma Schoettker's program on KTRH and held interviews for high school editors. . . . Shooting has been completed on "The Traveling Lady" in the Wharton-Columbus, Tex. area. They were several weeks behind schedule and canceled parts by a number of local actors. The scenes will probably be filmed in Hollywood.

## JACKSONVILLE

Bill Means, entertainment writer for the Jacksonville Journal, finally left his desk for his long-delayed annual leave of absence. He and Mrs. Means chose Atlanta for spending their spot of vacation. Judge May, Florida Times-Union amusements editor, doubled his output of motion picture coverage in subbing for Bill. . . . Doug Walker, former Columbia booker who later operated the Ilan, Fernandina, has returned here to serve as manager of Herman B. Meiselman's first-run Town and Country. In the past year, Doug has managed Meiselman theatres in the Atlanta area. C. H. "Danny" Deaver, Meiselman's senior manager here, has moved his headquarters from the Town and Country to the new Cedar Hills, where he will handle the hard-ticket sale of tickets for the Cedar Hills when it has its grand opening with a run of "Cleopatra" at advanced prices. The opening is set for Christmas Day. . . . Walt Williams is now operating the Rex, Vero Beach, which was formerly owned by C. W. Ball. . . . Ralph Weir, who operates the Regent, Crystal River, has acquired the Chiefland, Chiefland, from Harlow Land of Mayo. . . . A. W. Cook and Preston Henn have taken over the Sunrise Drive-In, Fort Lauderdale, and have renamed it the Thunderbird. . . . Walter Anson has temporarily shuttered the Martin, Wildwood. . . . Judson Moses, MGM publicist from Atlanta, came in for conferences with Bob Capps, MGM manager, and his salesmen and bookers to work out advance plans for the early release of "The Prize." . . . Mrs. Iva Lowe, manager, San Marco Art, in cooperation with Fred Mathis, Paramount manager, held an invitational trade screening of "Seven Days in May." . . . George Roberts, newcomer to local exhibition, is managing the suburban Roxy Follies. . . . The Motion Picture Charity Club scheduled its second invitational golf tournament for the Ponte Vedra Golf Club. Fred Mathis, Paramount manager and tournament chairman, said that around 40 industryites have registered for the match play for numerous donated prize and cash awards.

## NEW HAVEN-HARTFORD

Seymour Levine, operator of the 800-seat, subsequent-run Lenox, Hartford, has taken over the Morris Keppner-Lou Lipman-owned, 800-car capacity Mansfield (Conn.) Drive-In for an undisclosed sum. The Mansfield, built seven years ago by Keppner and Lipman, is to be supervised for Levine by Harlow Bogue, formerly general manager of Triangle's New Haven, Summit, and Post Drive-Ins, all in suburban New Haven. Levine, who once assigned buying-booking to Brandt, New York, will handle this aspect himself. Sidney Eichelman has been named Lenox

manager. . . . The East Hartford Redevelopment Agency is gearing plans for an April, 1964, start on the long-projected East Hartford Regional Shopping Center, to include a motion picture theatre, in the South Meadows section. Just who will operate the theatre, however, is yet to be determined. . . . Hartford builder George Spoll, son-in-law of Robert M. Sternburg, retired president of New England Theatres, Inc. (AB-PT regional affiliate), has been elected president of the Home Builders Association of Hartford County. HBA's first vice-president last year, Spoll is an engineering graduate of the Massachusetts Institute of Technology. . . . Bill Murphy, formerly with Lockwood & Gordon's Hartford theatres, is now in the liquor business in suburban Unionville. . . . James A. Bracken, assistant zone manager, Stanley Warner Theatres, visited with Bill Decker, Strand resident manager. . . . Another long-shuttered Connecticut first-run has reopened, Emanuel Licht, formerly of Miami Beach, Fla., has

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia, Pa. 19130  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200

David E.

# BRODSKY

Associates

**THEATRICAL INTERIOR DECORATOR**  
242 N. 13th St. LO 4-1188-89 Phila. 7, Pa.  
**PAINTING • DRAPERIES • MURALS**  
**STAGE SETTINGS • WALL COVERINGS**

**PROGRESSIVE ELECTRIC  
CONSTRUCTION CO. INC.**

240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance



started an art film policy on a daily basis at the 1400-seat Fine Arts, Meriden, 20 miles south of Hartford. The theatre, operated for many years by Loew's Theatres, Inc., is now owned by Fine Arts Corporation, headed by Paul Sciarrino of New York. The theatre contained 1600 seats under the Loew banner. Licht anticipates "live" shows, too. Meriden also has the independent Meriden and Capitol.

## NEW ORLEANS

Louisiana Association of Theatre Owners and Mississippi Theatre Owners attended a dutch treat luncheon at Kolb's Restaurant in response to a call by LATO president Charles Bazzell, and learned facts concerning the pay-tv menace in California and how they could financially aid the fight against it. Two California exhibitors, Allen J. O'Keefe and Willaim H. Oldknow, spoke in behalf of the Speakers' Bureau of the California Crusade for Free TV. A quota of \$17,800 has been set for this area. . . . The WOMPI's annual Christmas party was a big success with 300 youngsters greeting Santa Claus, receiving gifts and candy, and enjoying a film show and sing-fest of carols. The children were conveyed by chartered busses, courtesy of Public Service. . . . Members of the New Orleans Better Films Club entertained a group of orphans at a Christmas party at Jesuit High School Auditorium. Mrs. Norman Kerth, former president of the club, was chairman of the event, which was attended by Mayor Victor Schiro and his wife. . . . W. C. Gehring, 20th-Fox division manager, was in from Dallas visiting the local exchange. . . . C & B. Theatre Company has closed the Trio, Zachary, La., indefinitely. . . . Mike Morgan, manager, Gulf States' Do Drive-In, Metairie, La., and Ann Roberts were married at Mize, Miss. . . . M. A. Ripps, president, Cinema Distributors of America, returned to Mobile, Ala., from Europe. . . . Jerry Kennedy, 20th-Fox exchange manager, returned from a sales meeting in Chicago. . . . Mrs. L. J. Brun reopened the Apex, Lumberton, Miss., after a brief closing. . . . Also reopened is the 67 Drive-In, Texarkana, Ark., which was closed for a few weeks to put the ground

area in shape. . . . Paramount Gulf Theatres reopened the long closed Rex, Alexandria, La., renamed the Cinema. . . . Ted Ray suspended operation of the Bayou Drive-In, Bayou LaBatre, Ala., until spring. . . . Also closed for the winter is Mrs. Fern Randall's Fern Drive-In, Woodville, Miss. . . . Anita Gibson, 20th-Fox booker, enjoyed her grandson's first birthday party.

## PHILADELPHIA

Claude J. Schlanger's Budco Corporation purchased two drive-ins in York County in separate transactions, the Stony Brook from Stony Brook Drive-In, Inc., and the Lincoln, formerly owned and operated by Ray Nessly and Vernon Smith. The Schlanger chain now consists of 19 theatres and drive-ins and has plans for three more near Harrisburg, Allentown and Reading. . . . The Mariners' Church in Society Hill at 330 S. Front Street, badly damaged by fire last June, may be restored to become an art motion picture theatre if City Council agrees to the proposal by Franklin S. Roberts and his brother, W. S. Roberts, of Philadelphia, and Jerome Kurtz, of New York. The project's cost is estimated at about a quarter million dollars. . . . Among local theatres closed for the pre-Christmas period were the Tower and the Nixon. . . . The Senate, Harrisburg, Pa., also closed for a 10 day pre-Christmas period during which time a number of improvements were made. Senate manager Donald W. Bronstein was beaten in an attempted robbery attempt on a downtown parking lot; but his attacker was routed before he could accomplish his purpose. . . . Rudy Carrella, six-year-old South Philadelphian, has a part in Allied Artists' "The Naked Kiss," his second picture. His first was in MGM's "The Courtship Of Eddie's Father."

## ST. LOUIS

WOMPIs held their sixth annual VIP night at Bevo Mill Restaurant. Guest speaker for the occasion was Joseph Simpkins, chief barker of the Variety Club, who discussed the important work that WOMPIs do in the area and offered them the use of the V.C.

station wagon whenever they needed it to transport some of the children the WOMPIs aid. He also pledged support and aid in the upcoming WOMPI convention slated to be held here next September. . . . Two theatres owned by Arthur Enterprises here have been closed for extensive remodeling, it was announced by Ed Arthur, president. The Granada is being remodeled as a key area theatre, and the HiPointe is being remodeled to become a deluxe modern art theatre. Both theatres are scheduled to reopen Christmas Day. The Granada will have 1400 new seats and the HiPointe 550 seats by American Seating Co. New carpeting is being installed by National Theatre Supply. National Theatre Supply is furnishing the new projection equipment and new screens. Both theatres will also have new concession stands. The general contractor is Pete Stecher. Cost for redecorating the two theatres is \$125,000.

## SAN ANTONIO

A "Goodwill Ambassador" scroll was presented to Mexican movie star Maria Antonieta Pons by Perry Salinas, president of the Mexican Chamber of Commerce. The actress was appearing here at the Alameda as the headliner of a vaudeville show. San Antonio has been designated "sister city" by Monterrey, and is considered as the gateway to Mexico, said Salinas, who sees a great future in the development of commercial relations between Texas and its neighbors. Similar scrolls have been presented in the past to stars such as Tito Guizar, Libertau, Tony Aguilar, Lilia Prado and others. . . . The use of Boysville's name in connection with telephone solicitation for tickets to a showing of religious films at Christmas is fraudulent and entirely unauthorized said Cliff E. Noonan, president of Boysville. He said that no solicitors or groups have asked or received permission to utilize the name of Boysville in the sale of such tickets and that any mention of the home's name in connection with such an appeal is condemned by the board. The local Better Business Bureau had informed San Antonio's "home with a heart for homeless boys" that a so-called religious film group had brought similar complaints to the bureau in the past. The complaints show that solicitors ask people to buy tickets to a showing of religious films a day or so before Christmas and the solicitors use the names of well known charitable or church organizations and offer to send tickets in the purchaser's name to an orphanage or other institution in order to "permit the children to see the film." . . . Lynn Krueger, manager of the downtown Majestic, was one of the co-chairmen of a dinner-dance honoring the founder of LULAC and a past principal of a local high school held by LULAC Council 373 of which Krueger is a member. . . . Mrs. F. Douglas McDonalds was judged the winner in the San Antonio Express and Cinema Arts Theatres' "Fun in Acapulco" contest, according to Tom Powers, city manager of the circuit. . . . The Parkair and the Towne Twin Drive-In are showing "Gangsterama," four feature films concerning the Roaring 20's. They include "King of the Roaring 20's," "The Purple Gang," "Baby Face Nelson" and "Crime and Punishment." . . . Eric Brendler, manager of the Broadway has announced that "The Cardinal" has been booked. . . . The World premiere showing of the animated cartoon feature "Sinbad, the Sailor" is now in its second week at the Josephine.

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**

You only need three of the above  
letters to spell more profits from your  
concessions — and they are A B C.

(And we do the job from A to Z)



**ABC VENDING CORPORATION**

**BERLO DIVISION**

**333 SOUTH BROAD STREET, PHILADELPHIA 7, PA.**  
Offices in all Principal Cities



## In This Issue: •

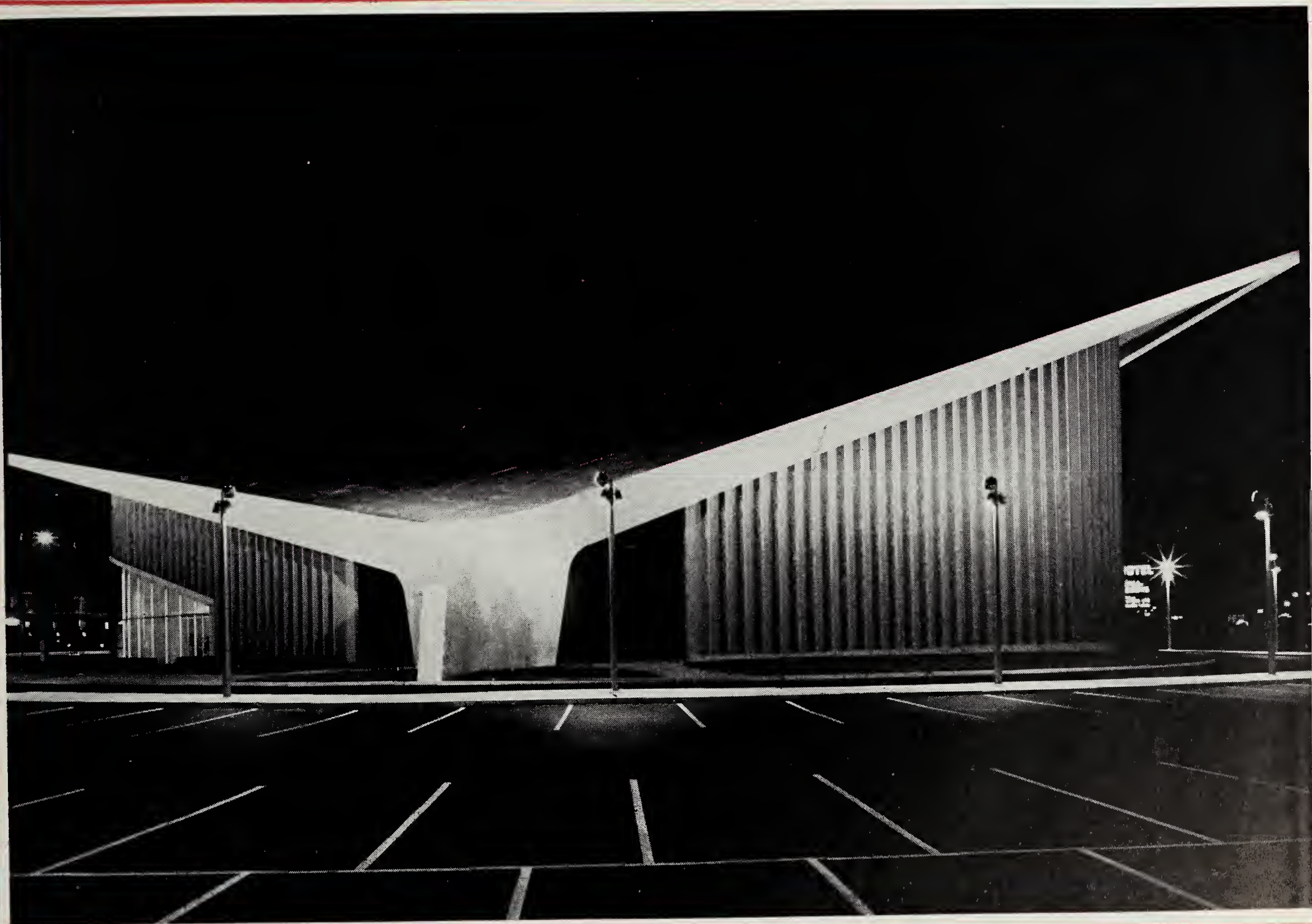
Diamond Out Of Concrete  
*Page PE-4*

Pepsi Contest Winners  
*Page PE-6*

The Mayfair Theatre  
*Page PE-8*

New Products  
*Page PE-10*

# PHYSICAL THEATRE • EXTRA PROFITS



**COVER PHOTO •** The dramatic, extraordinary design of the Edens Theatre, located in the Chicago suburb of Northbrook, was carefully planned and executed by its architects, Perkins and Will, to create for the owners what they requested—a forward looking approach to theatre design. A complete story on the Edens begins on Page PE-4.

**Volume 18**                      **Number 12**  
**December 18, 1963**

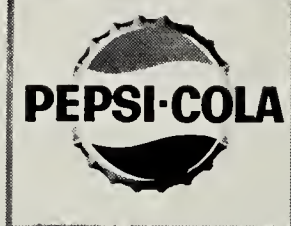
*A once-a-month combined department of Motion Picture Exhibitor devoted to the physical structure of the conventional and drive-in theatre, its design, equipment and furnishings, with a special section emphasizing theatre refreshment operations and management.*





## Now it's Pepsi—**UP FRONT EVERYWHERE**

*TV, Radio, Magazines, Newspapers, Outdoor Posters, Point-of-Sale—Pepsi is one of the world's largest advertisers, in all media. That's why more and more people today are saying "Pepsi, please!" Pepsi is moving out front ... display it up front! Call your local Pepsi-Cola Bottler today, or write: National Accounts Dept., Pepsi-Cola Company, 500 Park Avenue, N. Y. C.*





## Editorial

# Better Community Relations

EVERY manager's exploitation efforts bring him into contact with some of the more influential members of his community. At one time or another, he has occasion to meet with people in the communications media, with business people, educators, and civic leaders.

Public contact, in many respects, is unavoidable in the business we are in. Yet, the manager who extends himself only when there is an immediate end to be gained is overlooking a chance to enhance both his personal and professional influence as an important member of the community.

It is being recognized daily by leaders in religion, government, education, and other fields, that motion pictures represent one of the most significant modes of expression and communication of the times. Whether a film's message be limited in the social sense, or a broadside blast at evils such as racial hatred or human waste, or just entertaining fare, it is being acknowledged that motion pictures have the capacity to take a place with the highest of the art forms.

More and more, the eyes of enlightened members of communities across the country will turn for a new look at the town theatre. What those eyes see will be, in part, determined by what kind of situation you are operating, by what kind of image you have of yourself and project to those you have contact with in the community.

It also appears inevitable that a steady upgrading of artistic standards in films takes place. This means, for one thing, that the theatre operator, big guy and little guy alike, will assume a more prominent place in the cultural life of America.

Think for a moment, of what kind of person you make yourself out to be when acting in connection with the industry. Are your remarks to associates in other businesses all downbeat? "Business is terrible—I don't know how we stay alive?" Are you knowledgeable about films themselves? Most exhibitors are pretty good historians. They have followed the cinema for years; yet, do they avail themselves of the opportunity to capitalize on the burgeoning interest in films by broadening what they already know—by attempting to discuss films a little more intelligently with the pastor at the church, or the judge, or at the PTA meeting?

Community relations is nothing mysterious. It requires no more than a deepening of one's respect for himself through efforts to handle his external responsibilities in a manner that will do him credit. As a human being, as a businessman, a person cannot afford to lose sight of the opportunities that abound for so doing. And—he'll wind up richer in every way for his trouble.

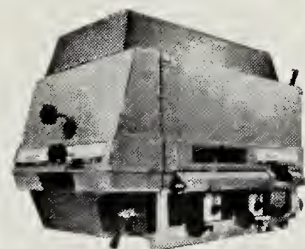
PHYSICAL THEATRE • EXTRA PROFITS • Sectional department of MOTION PICTURE EXHIBITOR, published once a month by Jay Emanuel Publications, Inc., 317 North Broad Street, Philadelphia 7, Pennsylvania, 19107. All contents copyrighted and all reprint rights reserved.

Al deProspero, editor

## LOTS OF LIGHT FOR SALE at a Bargain

with this marvel of  
projection lamp.

The **NEW**  
*Strong* **FUTURA**

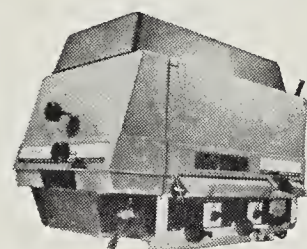


**MOST  
LIGHT**

**PER CARBON DOLLAR**

for 35mm and 70mm projection. Instant change from one film width to the other.

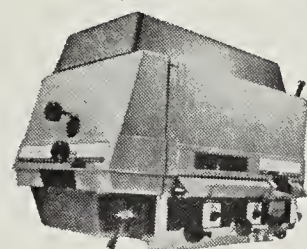
The **NEW**  
*Strong* **FUTURA**



**TOP LIGHT OUTPUT**

for indoor and drive-in theatres.

The **NEW**  
*Strong* **FUTURA**



**THE MOST ADVANTAGES**

Low original cost. Greater operator convenience. Efficient use of standard 20-inch carbons.

See your Strong dealer or  
write for literature.

The *Strong* Electric Corp.

21 City Park Ave., Toledo, Ohio 43601

TELEPHONE: 248-3741

AREA CODE: 419



# PHYSICAL THEATRE

Vol. 18, No. 12      Dec. 18, 1963



**EDENS, NORTHBROOK** • The sweeping, saddled roof of the Edens Theatre measures 221 feet from tip to tip. At its highest point, the hyperbolic paraboloid soars 59½ feet into the air.

Of reinforced concrete, the shell is four inches thick. Information and the photographs of the Edens by Bill Hedrich were furnished by the architects, Perkins & Will, of Chicago.

## *Diamond out of Concrete*

**T**HE unusual design of the Edens Theatre, located in the Chicago suburb of Northbrook, is a pleasing departure from the more orthodox conception of what a theatre should look like.

The architectural firm of Perkins and Will was commissioned by its owners, The Edens Amusement Corp., to create "a forward looking approach to theatre construction."

The architects studied the site, bounded on three sides by major highways, one of which is elevated, and decided striking design treatment was in order. They wanted a structure that would attract the attention of passing motorists and evolved the graceful design seen on these pages.

When queried on the design of the 1,350 seat house, the firm replied that they felt the unusual could only be achieved in terms of form; that interesting materials alone would not result in a satisfactory solution to the problems posed.

The very nature of the structure, an auditorium, meant a large volume of space without interior columns. This consideration bred the development of the sweeping, suspended roof. The final shell, basically a compression form of structure, deliberately and consciously avoided creating a box and resulted in a diamond shape. On the interior, this shape provides a suitable seating layout and leaves space for mechanical or projection equipment at the four points of the diamond.

Height at each end accommodates elevated seating at the rear, beneath which the lobby is developed, and a dramatic vertical

sweep of space where the screen is located. The shape of the curving shell proved acoustically desirable and did not require special finishing.

Its most dramatic feature is the soaring 159 ft. by 221 ft. saddle-type hyperbolic paraboloid roof of reinforced concrete. The largest roof of its kind in the country, it is supported by massive buttresses located 159 ft. apart at the roof's lowest points.

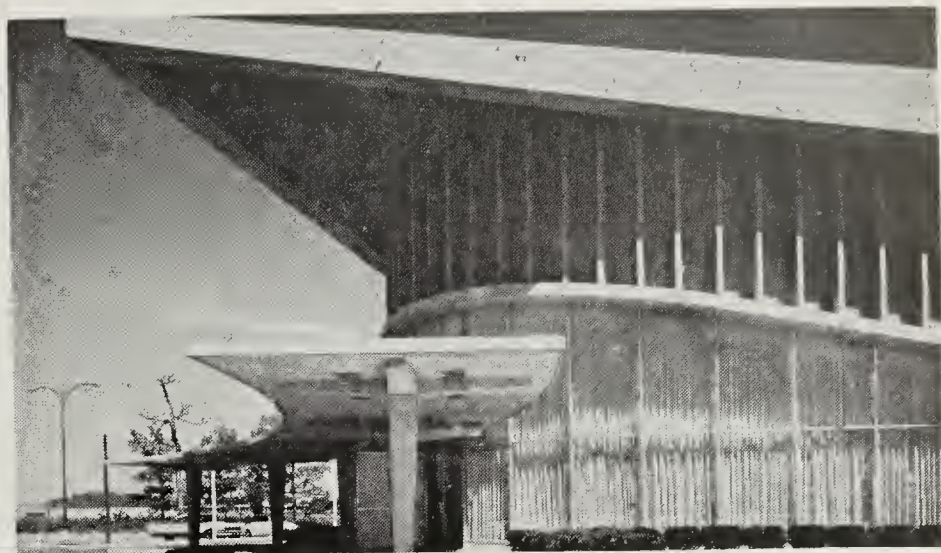
Except for the use of glass and aluminum mullions at the theatre's entrance, the exterior is of concrete. Fins were employed in designing the wall panel castings to create the effect seen.

A pickup and dropoff drive completely encircles the theatre, passing in front of the curved entrance canopy. The canopy is supported by five columns and provides a protected waiting and unloading area during inclement weather. A horseshoe-shaped pedestrian walk separates the parking area from the pick-up lane, creating an island for 20 special light standards intended to enhance and dramatize the shape and contour of the white roof at night.

The theatre is almost centrally located in its five-acre site and utilizes a novel parking arrangement based on a series of curved lanes radiating from the central point at the building. This type of parking carries out the departure in shell design by utilizing an alternative to the typical rectilinear pattern with long rows of vehicles. Standard mercury luminaires provide even, safe lighting in the area.

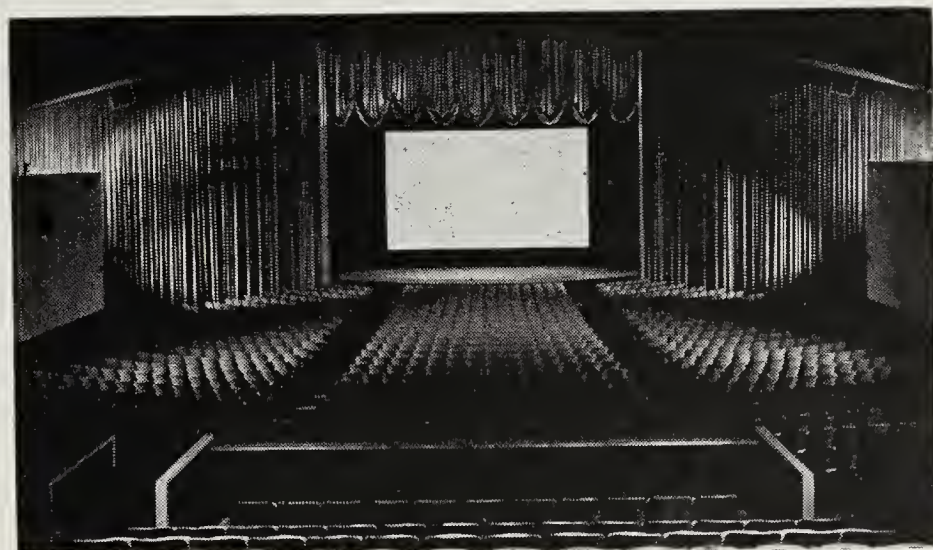
The simplicity of the exterior carries into the interior, from the





### Reference Data

OWNER: ..... *Edens Amusement Corp.*  
 LOCATION: ..... *Northbrook, Illinois*  
 SEATING CAPACITY: ..... *1,350*  
 AIR CONDITIONING: ..... *Terminal Reheat using Package Water Chiller*  
 ATTRACTION PANEL: ..... *White Way Electric Sign & Maintenance Co.*  
 LIGHTING: ..... *Commercial Light Co.*  
 PROJECTORS: ..... *Simplex XL*  
 RECTIFIERS: ..... *C. S. Ashcraft*  
 THEATRE CHAIRS: ..... *American Seating Co.*  
 VENDING MACHINES: ..... *Vendo and United Beverage*  
 SUPPLY DEALER ..... *National Theatre Supply Co.*



lobby to the lounge-art gallery, rest room lounges, and auditorium itself. Consistency of color, textures, and materials unifies all spaces. Touches of brown and white, colors reminiscent of the exterior scheme, complement the gold monochromatic handling of color in the interior.

The expansive glass treatment of the entrance creates a spacious, airy lobby. Patrons purchase their tickets at an inside counter in comfort through all kinds of weather.

Vending machines and a refreshment counter are integrated into the lobby design, and are located near the entrances to the auditorium. Other appointments of the lobby are benches and potted plants. Woven white draperies permit the light to filter in and enhance the informal treatment of the space.

Although the theatre is diamond shaped, seating for 1,350 is in three parallel sections. The sloped, upholstered seating is divided from the stadium-type by a cross aisle. Row spacing and aisle widths offer comfort even for the six-footer.

Because of the unusual roof construction, interior lighting at the Edens is unique. Indirect lighting was achieved by mounting batteries of floodlights and spotlights on top of the mechanical rooms at either side of the auditorium. These lights are directed toward the concrete ceiling, and as their beams bounce from this area, the interior is illuminated. The house lights are controlled from the booth. Similarly, the expansive waterfall curtain is dramatically illuminated.

(Story continued on page PE-11)





# EXTRA PROFITS

Devoted exclusively to refreshment operations at indoor and drive-in theatres, sales of confection, popcorn, beverages, food and other profit producing items, food preparation and vending equipment, concession management and design.

Al deProspero, editor

December 18, 1963

## Pepsi And Popcorn Contest Winners Announced

**W**INNERS in the third annual Pepsi 'N Popcorn theatre concessions promotion, with prizes totaling more than \$5,000, were announced by Edward C. Finneran, Pepsi-Cola national manager for theatre concessions. First prize of \$1,500 was awarded to Jack Lucy, manager of the Fox Warfield, San Francisco.

In personally presenting the top winner's check to Lucy, Finneran declared that "the enthusiastic reaction of the theatre concessions industry to this important promotion fully justifies and encourages Pepsi's announced policy of aggressively backstopping the industry in every way possible.

"The variety and imagination expressed in scrapbooks submitted from theatres all over the country," Finneran stated, "proved that the concessions industry will respond positively to a program such as the Pepsi 'N Popcorn sweepstakes—created for the common good."

Contest winners were selected this month at headquarters of the Popcorn Institute, Chicago.

Second prize, \$750 in cash, went to Murt Makins, Admiral Theatre, Bremerton, Washington. Other top money winners included: Leon Rountree, Holly Theatre, Holly Springs, Mississippi, third prize; Robert L. White, Majestic Theatre, Dallas Texas, and John Echols, Nevada Drive-In, North Las Vegas, Nevada, who shared fourth and fifth prize money equally.

The Pepsi 'N Popcorn contest, with the slogan "July is Pepsi 'N Popcorn Month," was inaugurated by Pepsi-Cola in the summer of 1961 as a sales and promotion aid to theatres in every state in the Union.

To implement the promotion, the Company, through its local bottlers, has supplied concession managers with special display material for point-of-purchase exploitation, guide lines for effective advertising, and promotion ideas to help saturate each community with awareness that "July is Pepsi 'N Popcorn month."

"Every year," said Finneran, "the response has been more and more encouraging. All returns indicate that in spite of summer doldrums, and bad weather in many areas, sales and profit figures for Pepsi and popcorn have shown marked increases—in some cases 'astronomical,' to use the word reported by many managers."

The continuing success of the promotion, Finneran said, "is of course due to the enthusiasm and enterprise displayed by entrants throughout the country. This factor, the judges informed us, made this year's selection of prize winners, a 'narrow choice among superlatives.'"



THIRD ANNUAL PEPSI 'N POPCORN promotion contest, offering \$5,000 in prizes, ended in Chicago with selection of winner's scrapbook entries by judges Phyllis Haeger, The Popcorn Institute; James McHugh, Amusement Business; and Joseph Shevelson, Roller Skating Foundation of America. In photo, Miss Haeger inspects an entry with (l to r) McHugh; Lewis Thompson of Pepsi-Cola's national accounts department; and Shevelson.

Lucy's entry, he said, reflected a successful city-and-area-wide promotion, involving press, radio and TV publicity, spot advertising, and special events—all keyed to the slogan "Pepsi 'N Popcorn Go Together" and to a contest for two sets of Pepsi 'N Popcorn twin sisters. As part of the promotion follow-through, the four young winning beauties were flown to Hollywood to meet Joan Crawford, then working on the set at Columbia Pictures.

Other winners in the contest were Bob Apple, Paramount, Oakland, Cal.; Samuel Monastersky, Shore D-I, Farmingdale, N. J.; Ted Seman, Shepherd D-I, Houston, Tex.; Bob

Dudley, Strand, Waterloo, Iowa; Al Sachs, Fine Arts, Beverly Hills, Cal.; W. Berkley, Viking, Appleton, Wisc.; James E. Taylor, Spotlight, D-I, Sewickley, Pa.; John Ellison, Orpheum, Portland, Oregon; Lynn Krueger, Majestic, San Antonio, Tex.; Walter Holt, Tower D-I, Kaukauna, Wisc.; Ross Wallone, Majestic, Houston, Tex.; Richard Goldsworthy, Fox Conejo, Thousand Oaks, Calif.; and Bill Jenkins, Sky D-I, Adrian, Mich.

Finneran said that the drawing for cash bonus prizes, totaling \$2,000, for which all entrants are eligible, will be held at Pepsi's N. Y. offices later this month.

### RKO Contract To ABC

New York—Benjamin Sherman, chairman of the board of ABC Vending Corp., announced the signing of a 5-year contract with RKO theatres. The contract calls for the sale by ABC of confections, foods, beverages and tobacco products in the RKO theatres.

Sherman estimated that the sales volume will add \$16-million to the Co.'s sales during the term of the contract.

### Pepsi Earnings Up

NEW YORK—Pepsi Cola Co. consolidated nine months earnings after reserve for Federal and foreign income taxes and after reserve for foreign activities in 1963 rose to \$12,448,000, equal to \$1.90 per share, Donald M. Kendall, president, reported.

This compares with net earnings for the similar period in 1962 of \$11,549,000, equal to \$1.77 a share.



***When the eyes of the world  
were on the screen...***

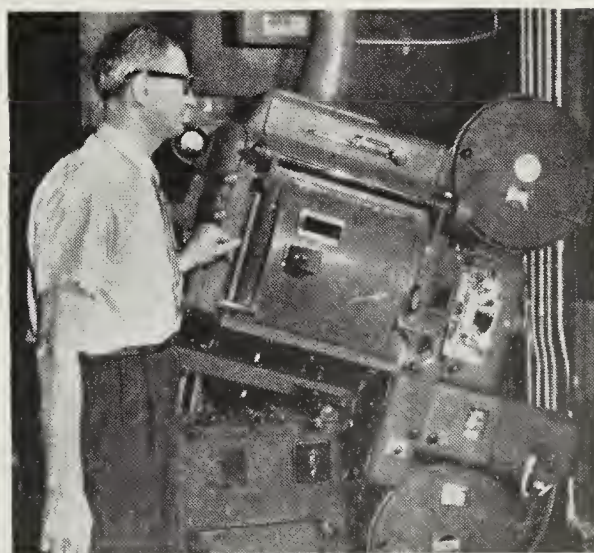


***Simplex equipment  
was in the projection room...***

New York's first International Film Festival was probably the most important event of its type ever held in the United States. It took place this past September at the magnificent Philharmonic Hall at Lincoln Center for the Performing Arts, and was the type of occasion, and setting, that called for the most advanced, most trustworthy projection equipment available. That's why the management of Lincoln Center had National Theatre Supply Company install a Simplex XL Projection and Transistor Sound System—the equipment used in so many famous theatres throughout the world. Incorporating every new engineering advance as well as many exclusive features . . . Simplex is recognized throughout the industry as the finest professional projection equipment being built today.

***Simplex*<sup>®</sup>  
XL** / **PROJECTION and  
SOUND SYSTEMS**

Branches from Coast-to-Coast: ATLANTA • BALTIMORE • BOSTON • BUFFALO  
CHARLOTTE • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DENVER • DES MOINES  
DETROIT • HOT SPRINGS • INDIANAPOLIS • KANSAS CITY • LOS ANGELES • MEMPHIS  
MILWAUKEE • MINNEAPOLIS • NEW ORLEANS • NEW YORK • OKLAHOMA CITY • OMAHA  
PHILADELPHIA • PITTSBURGH • SALT LAKE CITY • ST. LOUIS • SAN FRANCISCO



Projectionist Louis Schneider is shown with one of the Simplex XL projectors permanently installed in the projection room of Philharmonic Hall.

Distributed by

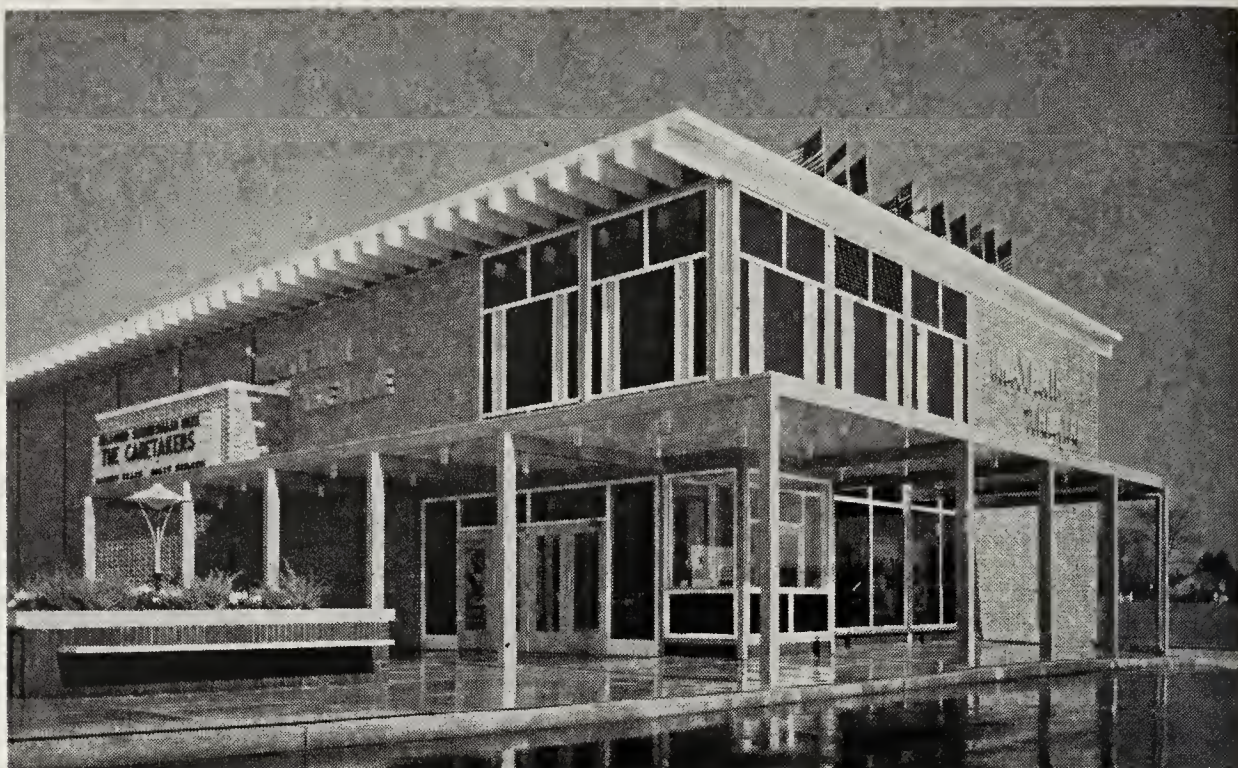


**National**  
THEATRE SUPPLY COMPANY

Home Office: 50 Prospect Ave.,  
Tarrytown, N.Y. MEdford 1-6200

Subsidiary of General Precision Equipment Corporation 





## *The Mayfair Theatre*

### Prudential Opens Stylish Wisconsin House

■ The 800 seat brick theatre seen on this page is a Prudential contribution to the Milwaukee suburb of Wauwatosa. Sensible, tasteful, and comfortable, it represents application of a sound success formula to the questions evolved to reduce guesswork in site location, capacity, and design of new theatres.

Al P. Frank, general manager of Prudential's Wisconsin Theatre Circuit, found a steady stream of Milwaukee area exhibitors coming out to the new Mayfair during its construction to examine its features firsthand.

For a cost figure of \$435 a seat, visitors could not help being impressed by quality throughout.

Designed by architects Grassold and Johnson Associates, Milwaukee, the theatre employs a color scheme of chocolate, orange, and white to warm its functional interior.

An overhang supported by verticals breaks the simple exterior lines of the house, as do exposed joists at the roof level. A small marquee was located high on an auditorium sidewall, with only the name of the theatre on the building front. The canopy serves as a protective cover during inclement weather.

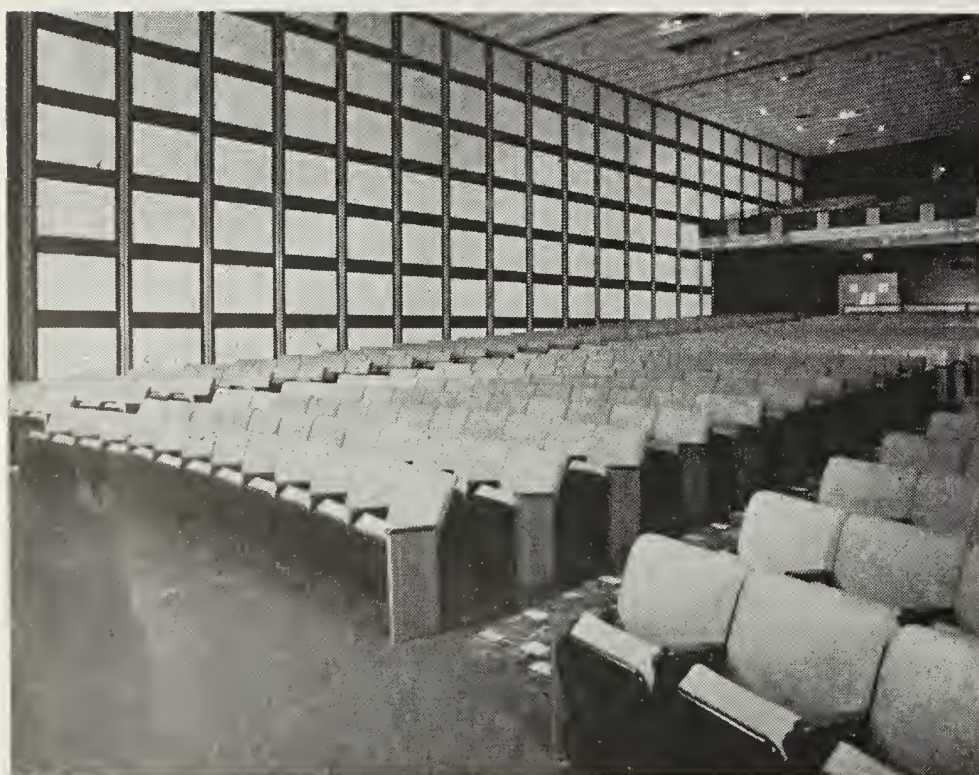
Treatment of the interior, notably the auditorium, carries out

a tradition in the circuit's recent additions—the insistence on eye pleasing appearance and top patron comfort. The checkered effect on the auditorium sidewalls utilizes fibreglass panels for their acoustical properties mounted on the auditorium wall surfaces, which are painted in a darker color for tone contrast, and are separated by vertical stringers. Aside from custom Masland carpet, the other outstanding feature of the auditorium is its seating.

With comfort and smart appearance as the criteria, the Prudential people turned to Heywood Wakefield Co., who developed the special spring upholstered backs seen on the orchestra section chairs. Dubbed the "Prudential Special," these chairs use a special shaped crown—a fine interwoven spring assembly with extended rear Walnut veneer panels—which gives the backs a soft, custom-tailored look. Upholstery fabric is nylon, in a coarsely woven, melon color.

In the smoking loge section, rocking chair type seats were chosen—chairs being 23" and 24" in width with 42" back-to-back spacing. Full upholstered spring backs and the latest type of

(Continued on page PE-12)



Photographed by Hedrich-Blessing for Heywood Wakefield



# NOW AVAILABLE FOR DRIVE-INS IN 70mm!



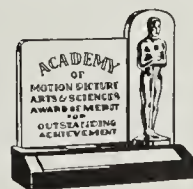
"BEST PICTURE OF THE YEAR"  
Winner of 7 Academy Awards!

## LAWRENCE OF ARABIA

... the fabulous Sam Spiegel-David Lean Academy Award winner, has been released to drive-ins. This first general release of a 70mm film to outdoor theatres is setting the trend for similar availability of other 70mm attractions now ready or being planned. The reason for this is obvious. Nothing less than the 70mm process can show these films the way they are meant to be shown. After all, if 70mm is so thrillingly brilliant on the big indoor screen—think how much more effective it is on the even bigger outdoor screen! 70mm projection is actually 4 times brighter and 4 times sharper than 35mm. No wonder the future of drive-in projection is increasingly and inevitably to the larger process. With Norelco's advanced model AAll Universal 70/35 projector, you not only have the world's finest 70mm equipment—but in less than 4 minutes you also have the most modern, rugged and trouble-free 35mm mechanism. **For today and tomorrow, Norelco 70/35 is your wisest investment.**

The 1962 Academy of Motion Picture Arts and Sciences presented this award for outstanding achievement to the North American Philips Company for the design and engineering of the Norelco Universal 70/35mm motion picture projector.

© AMPAS



**Norelco®**

MOTION  
PICTURE  
EQUIPMENT  
DIVISION

©REG. UNITED STATES PATENT OFFICE BY NORTH AMERICAN PHILIPS COMPANY, INC. NORELCO IS KNOWN AS PHILIPS IN CANADA. 100 E. 42nd Street, New York, N.Y. • Phone: 212-OX 7-3600





## EASY COME—EASY GO There's more where This came from . . .

If that's your philosophy, that's your business, but, if getting business keeps you on the go, take our tip, from others' costly experience—check your seating. Often, it makes the difference between red and black. Phone us for a little chat.

### Now Available The New "MASCOFOAM" Seat Cushion

More durable, more comfortable, safer! Fire & moth-resistant, won't lump, sag or mat. Moulded to "breathe" and may be cleaned. Priced reasonably. Ask for samples.

WRITE, WIRE OR  
PHONE CHApel 2-2561

#### MANUFACTURERS

Foam Rubber & Spring Cushions back and seat covers.



THEATRE SEAT SERVICE CO.

A Division of

**MASSEY  
SEATING CO.**

100 Taylor Street  
Nashville, Tennessee

#### DISTRIBUTORS

Upholstery fabrics and general seating supplies.

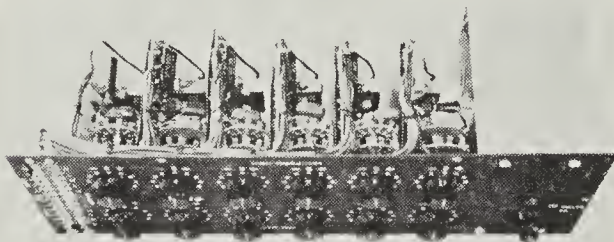
#### REMODELING—REDECORATING?

Send us the details—photos if available

# NEW PRODUCTS

*... that have Theatre interest*

## Acoustic Compensator



An entirely new and unique device to provide theatres with a fast and accurate means of adjusting the frequency characteristics of multiple channel theatre sound systems for the best possible reproduction effects has been announced by the Century Projector Corp.

The Century Theatre Acoustic Compensator was shown to theatremen for the first time at the recent industry trade show. It was engineered and designed as a fully contained, compact unit which has no insertion loss and does not require changes in system gain or amplification. The Company stressed that the device is new in principle and should not be compared with equalizers usually incorporated into theatre sound systems.

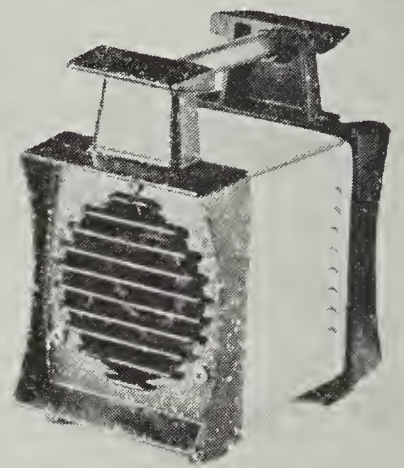
Input on the compensator is a bridging device having an impedance of about 100,000 ohms (1K). It will therefore connect to most pre-amp outputs. The output is high impedance and will connect to the input of power amps having input impedance of 1,000 ohms or higher. It can be used at remote distance (in the auditorium) by using shielded cables for the connections.

## Illuminated Sign



An illuminated popcorn sign, designed for point-of-purchase indoor use has been de-

## Fast Heating



Drive-in theatre viewing during the coldest winter months has been made more comfortable with the introduction of the new Golden Hot-Shot electric in-car heater, made by Eprad Co. of Toledo, Ohio.

The electric heater will make the average automobile warm and comfortable in 60 seconds, according to Eprad engineers. It is designed to be placed on the floor of the car to allow an unobstructed view of the screen.

The heater is constructed of stainless steel and aluminum to resist rust and corrosion. A heavy-duty General Electric heating element provides safe, reliable heat. Designed by G.E.'s industrial heating department, of Shelbyville, Indiana, the rugged corrosion resistant Inconel tubular heating element is sealed with silicone to prevent the entry of moisture even under the most adverse weather conditions.

veloped by the Popcorn Institute to be sold at cost.

In heavy-duty gold anodized aluminum, the sign is alive with action and color, thanks to a patented process called "polarized light animation."

A simple, easy to maintain unit, the "Popcorn Spectacular" is illuminated by two fluorescent lamps. The sign is designed to be suspended from two 3-ft. chains with hooks, or it can be used on countertops with optional plastic feet. Further information on the sign is available from the Popcorn Institute, 333 N. Michigan Ave., Chicago, Ill.

CARBON ARCS . . . for finest Projection . . . Compact Xenon Arcs  
**Lorraine Arc Carbons**

division

- Brighter Light on Screen
- Longer Burning per Carbon
- More Economical . . .

**XETRON** products

division

**XETRON LAMPHOUSES • XETRON POWER SUPPLIES**  
by Cinemeccanica by Christie

**CARBONS, INC.**

**BOONTON, N. J.**



EDENS THEATRE

(Continued from page PE-5)

For decorative and acoustical purposes, there is a wall behind the stadium-type seating of unbroken lengths of selected solid teak strips. The walls, seating, carpeting and curtain are all in gold, with a neutral ceiling.

The 25- by 50-foot screen accommodates features in standard 35mm, Cinemascope, and 70mm. Among the technical features is a completely transistorized six-track stereo-  
phonic sound system.

A platform permits legitimate presentations and finds use during special meetings, fashion shows, and other functions.

The teak treatment of the auditorium is repeated in the lobby and carries through to the sunken lounge-art gallery, serving as a backdrop for the works displayed. Here are shown works of art from a different local gallery each month. Patrons can browse in this area at their convenience. Benches and informal seating around tables encourages lingering.

Stairways from this area lead to the men's room at one side and the women's at the other.

The operators of the Edens Theatre, all veterans of the motion picture theatre business, are Howard and Robert Lubliner, Bruce Trinz and Mayer Stern.

WANT FURTHER INFORMATION ON  
PRODUCTS

ADVERTISED IN THIS ISSUE

Please Check:

- ☐ ASHCRAFT MFG. CO., INC., C. S., Projection Lamps and Rectifiers
- ☐ BALLANTYNE INSTRUMENTS AND ELECTRONICS, INC., Complete Theatre Equipment Leasing, Norelco 70/35 mm Projectors, Planning
- ☐ CARBONS, INC., Lorraine Arc Carbons
- ☐ HEYWOOD-WAKEFIELD CO., Theatre Seating
- ☐ MASSEY SEATING CO., Theatre Seat Rehabilitation
- ☐ NATIONAL THEATRE SUPPLY CO., Simplex X-L Projection and Sound Systems
- ☐ NORTH AMERICAN PHILIPS CO., INC., Norelco AAll Universal Projectors
- ☐ PEPSI-COLA CO., Pepsi-Cola
- ☐ STRONG ELECTRIC CORP., THE, "Futura" Projection Lamps
- ☐ WESTERN ELECTRONICS CO., Rebuilt Drive-In Speakers
- ☐ XETRON DIV., CARBONS, INC., Xetron Lamp-houses, Power Supplies

LIST ITEMS

ISSUE OF DECEMBER 18, 1963

NAME

THEATRE

ADDRESS

CITY, STATE

MOTION PICTURE EXHIBITOR

317 N. Broad St., Philadelphia, Pa. 19107.

# All in one package

LEASE FINANCE PLAN  
TECHNICAL PLANNING  
TOP GRADE EQUIPMENT  
THAT INCLUDES NORELCO PROJECTORS

Soundheads — Lamps — Projectors — Amplification Speakers — Seating — Screens  
Screen Towers — Carpets — In-A-Car Speakers — In-A-Car Heaters.

Now you can finance new theatre equipment — remodel or replace outmoded equipment in your present one all with the same company. No need to purchase part of the equipment from one company, have it installed by another, and serviced by a third. Ballantyne technicians handle your theatre work from start to finish. And saves you money.

## Ballantyne

Instruments and Electronics, Inc.

1712 JACKSON ST. OMAHA, NEBRASKA 68102

A DIVISION OF ABC VENDING CORPORATION

## COMFORT... where it pays off!

Patrons of Manhattan's new Cinema I and Cinema II sit deep in the engineered comfort of TC-725 chairs by Heywood-Wakefield. Coil-spring seats and shaped, polyfoam padded backs. Designed to equal the elegant surroundings. For details, contact Heywood-Wakefield, Public Seating Division, Menominee, Mich.



brings  
patrons  
back



## NAC HEAD CREATES NEW COMMUNICATIONS COMMITTEE

In order to establish closer liaison between concessionaires and the candy, tobacco and related industries, one of the first steps taken by the newly elected president of the National Association of Concessionaires, Edward S. Redstone, was the creation of a special committee to serve as a line of communication with these important industry segments.

Named to head the committee was Irving Shapiro of Concession Enterprises, Boston, Mass., who is also a regional vice president of NAC.

Other members of Shapiro's committee are: Abe Bloom, Balaban and Katz Theatres, Chicago; Nat Buchman, Theatre Merchandising Corp., Boston; Harold F. Chesler, Theatre Candy Dist. Co., Salt Lake City, NAC treasurer; Loyal Haight, W. S. Butterfield Theatres, Detroit, NAC concessionaire segment director; Lee Koken, RKO Theatre Div., Glen Alden Corp., New York; Spiro J. Papas, Alliance Amusement Co., Chicago; Kendall Way, Modern Sales and Service, Inc., Dallas; Jack Wilson, National General Corp., Beverly Hills, Calif., and Jack Yellin, Stanley Warner Management Corp., New York, who is a director-at-large of NAC.

Redstone said one of its principal aims will be to cement a closer working relationship between NAC and these industry groups.

"For many years there has been need for closer contact between concessionaires and the candy-tobacco industries," said Redstone. "Their interests are very closely related by virtue of the tremendous market which concessionaires offer these industries and it should therefore behoove them to become more active in the affairs of NAC.

"This can be accomplished in many ways," continued Redstone. "First and foremost, we

welcome all of them into membership of our association. In addition, there are other avenues that are worthwhile for them to explore and that is exhibiting at future NAC trade shows and generally participating more closely in our conventions.

"Our trade show, which recently closed in New York City, and which obviously was such a tremendous success, very dramatically demonstrated the great interest which concessionaires have in seeing and learning more about the products which they buy and sell. Candy and tobacco products being among the principal items which they handle, it would therefore seem appropriate for more of these manufacturers to participate in these annual trade events."

### New Baltar Series



Bausch & Lomb announced a new series of Super Baltar lenses specifically designed for today's motion picture cameras. The first five of an eight-lens series are now available, (from 35mm-70mm), covering standard and wide screen projection. Applications are expected in all phases of routine motion picture and television production, and for specialized data collection photography.

Immediately available are lenses with focal lengths of 25mm, 50mm, 3", 6" and 9". Lenses with focal lengths of 20mm, 35mm and 4" will be marketed shortly.

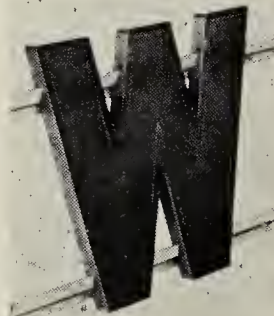
The series includes 50mm lenses to cover the Vista Vision format; 25mm and 35mm lenses to provide maximum coverage of the 35mm silent camera aperture, as well as units designed for 70mm photography.

### Mounting Bar

A new mounting bar that holds changeable letter messages securely on any smooth surface such as plywood, masonite, or metal, has been announced by Wagner Sign Service, Inc., of Chicago. Called Alumabar, it is an anodized aluminum extrusion which is identical in appearance to the Wagner Plasti-Bar.

The Alumabar is easier to mount, since holes for screws or bolts may be drilled at any point. It provides practical and inexpensive letter support for outdoor applications, such as billboards, or for indoor use in super markets, bowling centers, and other buildings where sign messages are changed from time to time.

Alumabar is available in lengths of 5, 6, 8, 9, and 10 ft. The bars are strong, easy to clean, and resistant to the effects of rain, snow, heat and cold.



## Kodak N. Y. Sales Changes

NEW YORK—Frederick W. Messner, technical sales supervisor of Eastman Kodak Co.'s Northeastern sales division, New York City, has been appointed division sales manager for professional products. He succeeds Louis J. Parker, who was appointed assistant to the general manager of Eastman Kodak Stores.

Succeeding Messner as technical sales supervisor is James A. Ungerman, now serving as professional technical sales representative in the Northeastern Sales Division.

The appointments were announced by Fred S. Welsh, assistant vice-president.

## 25 Ventarcs For Cinerama

TOLEDO, OHIO—Arthur J. Hatch, president of The Strong Electric Corp., announced an order from National Theatre Supply Co. for 25 Ventarc projection lamps for installation in theatres throughout America installing the new single lens Cinerama system.

According to a report from Strong, comparative tests showed that the Ventarc was the only lamp that projected sufficient light for the desired picture brilliance, and proper coverage of the large screens which are used with the new projection system. These blown arc type lamps are the same as other Ventarcs except that provision has been made for burning a 30-inch carbon.

## Lawson Coke V.P.

ATLANTA—George M. Lawson, head of the legal department of The Coca-Cola Co., has been elected a vice president of the company. The announcement was made by J. Paul Austin, president.

## MAYFAIR THEATRE

(Continued from page PE-8)

rubber padding insure posh comfort.

End and center standards are extra wide and equipped with rubber based upholstered arms, allowing patrons an extra two inches of room on either side at shoulder level.

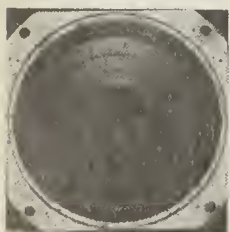
Technically, the theatre utilizes efficient, up-to-date equipment booth equipment to match quality surroundings and quality picture presentation.

Norelco 35/70mm projectors using C.S. Ashcraft lamps, were coupled with a 6 track, all-transistor NTS sound system. Comfortable interior temperatures are maintained by a Carrier air conditioning system and Mammoth furnaces.

The 200 seat loge is reached by stairs located in the spacious lobby. The concessions area is visible from the theatre entrance and presents a clean, modern appearance. Rowe vendors and a Sel-Mix counter dispenser are used.

## Reference Data

Owner: ..... Prudential Theatres  
Location: ..... Wauwatosa, Wisc.  
Seating Capacity: ..... 800  
Architect: ..... Grassold & Johnson  
Chairs: ..... Heywood Wakefield  
Lenses: ..... Bausch & Lomb  
Projection Lamps: ..... Ashcraft  
Projectors: ..... Norelco 35/70mm  
Sound: ..... NTS Transistor  
Supply Dealer: ..... NTS



We will rebuild one Drive-in theatre in-car speaker FREE! Make it good as new—even better; Test us . . . Send Speaker Today!

write Dept. E-12

**WESTERN ELECTRONICS COMPANY**  
3311 Houston Ave., Houston, Texas 77009



# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which  
Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICE** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



SECTION TWO DECEMBER 18, 1963  
Vol. 70, No. 24

## AMERICAN-INT.

### The Comedy Of Terrors COMEDY 86M.

American International  
(Panavision)  
(Color)

ESTIMATE: Mirthful, macabre money-maker.

CAST: Vincent Price, Peter Lorre, Boris Karloff, Basil Rathbone, Joe E. Brown, Joyce Jameson, Beverly Hills, Paul Barsolow, Linda Rogers, Luree Nicholson, Buddy Mason, Rhubarb. Producers, James H. Nicholson and Samuel Z. Arkoff; co-producer, Anthony Carras; associate producer, Richard Matheson; directed by Jacques Tourneur.

STORY: In a small New England town in the 1890's, the funeral establishment owned by senile Boris Karloff and his son-in-law, Vincent Price, is having financial difficulties because Price is lazy and likes to drink a lot to the dismay of wife Joyce Jameson. When things get bad enough, Price goes out and creates business with the unwilling help of assistant Peter Lorre, whom he pressures via blackmail. He keeps threatening to poison Karloff with an ever-ready bottle of poison he carries with him. Lorre is in love with Jameson, a thwarted opera singer, but she is ever hopeful of straightening out Price. When landlord Basil Rathbone threatens to evict them for non-payment of rent for a year, Price decides to make him the next customer of the funeral parlor. They do their best, but Rathbone refuses to stay dead, insisting on getting out of his coffin at all times and on many occasions. Even when he is placed in the family vault, he arouses cemetery keeper Joe E. Brown, who lets him out. Rathbone seeks vengeance. Price, fed-up, shoots him, and after some false starts, Rathbone does die. Price also turns on the nagging Jameson and chokes her unconscious. Price feigns unconsciousness awaiting the arrival of the police, but Karloff happens by and decides to try and help with the "medicine" Price has been threatening to give him. It is really poison, and he gets Price to swallow it. Everything works out, with Rathbone and Price really dead, Lorre and Jameson going off with each other, and Karloff on his senile cloud unconcerned about anyone or anything.

X-RAY: Murder can be funny, more or less, when some experts in horror such as Vincent Price, Boris Karloff, Basil Rathbone, and Peter Lorre combine their talents in a humorous script. The result should please those who like their mayhem on the mirthful side. Of course, the kiddies will not appreciate the entry, which is a bit on the macabre side, but adults should have some fun with the wacky on-screen proceedings. The cast is good, and direction and production are quite capable. With the proper campaign, this could show some impressive results at the boxoffice. Richard Matheson wrote the screenplay.

TIPS ON BIDDING: Higher program rates.

AD LINES: "Who Says Murder Can't Be Merry? They Ought To See This Fatal Fun-

fest"; "Hollywood's Best 'Murderers' Get Together For A Killers' Convention That Will Slay Your Funnybone."

## BUENA VISTA

### The Three Lives of Thomasina

Buena Vista  
(Technicolor)  
(Filmed in England)

DRAMA  
97M.

ESTIMATE: Entertaining Disney release.

CAST: Patrick McGoochan, Susan Hampshire, Karen Dotrice, Vincent Winter, Dennis Gilmore, Laurence Naismith, Finlay Currie, Wilfred Brambell, Jean Anderson, Francis De Wolff, Jack Stewart, Ewan Roberts. Associate producer, Hugh Attwooll; directed by Don Chaffey; a Walt Disney Presentation.

STORY: Widower and veterinarian Patrick McGoochan lives and practices in a small Scottish village. Residing with him is young daughter Karen Dotrice, her cat, Thomasina, and a housekeeper. McGoochan has little sympathy for the ailing pets of the townfolk even though he is a good animal doctor. His attitude plus the resentments brooded about by some inhabitants, loses clients. Some prefer to take their ailing animals to a beautiful young girl who lives in the forest, Susan Hampshire. She has a way with animals and is talked about as mad and as being a witch. When Thomasina is badly injured, McGoochan is busy trying to save the life of the dog of a blind man. He has no time for the cat, ordering it destroyed because it looks as though she has tetanus. His assistant just places the apparently dead animal in a box, and Dotrice vows never to speak to McGoochan again. The youngsters hold a burial but are frightened off when Hampshire puts in an appearance. She takes the cat home and revives it, but it has lost its memory and stays with the girl. McGoochan doesn't know what to do about Dotrice, and one day seeks out Hampshire. The pair become friends. The child develops pneumonia while out in the rain looking for Thomasina, and with lack of a will to live, this becomes serious. Thomasina recovers her memory and goes home. At the sight of the cat, Dotrice recovers and is a bridesmaid at the wedding of McGoochan and Hampshire.

X-RAY: This fantasy-drama type of entry should have interest for young and old alike who appreciate Mr. Disney and his efforts. The pace is slow at the onset but picks up until the fast-moving climax. The cast is efficient; the direction and production are adequate; and the tale, a bit on the long side, is colorfully presented. It should make up well as part of the show. The screenplay is by Robert Westerby based on the book by Paul Gallico.

TIPS ON BIDDING: Disney program rates.

AD LINES: "An Amazing Cat And An Amazing Picture"; "Thrills And Fun Follow Thomasina Wherever She Goes."

## EMBASSY

### Fury At Smugglers Bay

MELODRAMA  
92M.

Embassy  
(English-made)

ESTIMATE: Mediocre import.

CAST: Peter Cushing, John Fraser, Michele Mercier, Bernard Lee, June Thorburn, William Franklyn, George Coulouris, Liz Fraser, Katherine Kath, Jouma. Produced, directed, and written by John Gilling.

STORY: Bernard Lee leads a gang of wreckers, who lead ships astray in Smugglers Bay and then loot the wrecks. When inhabitants of the area, who make a living through smuggling, complain to local squire Peter Cushing, he does little to help, fearing Lee, who has a blackmailer's grasp on Cushing. The latter's son, John Fraser, in love with Michele Mercier, daughter of dealer in smuggled goods George Coulouris, tries to help. Coulouris saves a seaman, Jouma, from one of the wrecked ships, and he is given over to the care of highwayman William Franklyn. When Coulouris and the others are jailed and tried for smuggling and Lee's crimes, Fraser and Franklyn team up to rescue them and see to it that Lee and his men pay for their dastardly deeds. In the battle at the climax, Cushing is fatally wounded, and Lee is stabbed to death by Jouma. Fraser becomes squire, and a new deal seems in order for all concerned, as well as a wedding to Mercier.

X-RAY: A mixed-up story, low key lighting that is annoying, erratic pacing, passable performances in some cases, a longer-than-necessary running time, sub-standard direction and production are all to be found in this entry that could get by on the lower half of the program. The story idea had some merit, but its execution was another matter.

AD LINES: "Ships Were Wrecked At Night In Smugglers Bay"; "Land Pirates In Action."

## MGM

### Sunday In New York

COMEDY  
105M.

MGM  
(Metrocolor)

ESTIMATE: Bright, sophisticated comedy to suit adult tastes.

CAST: Cliff Robertson, Jane Fonda, Rod Taylor, Robert Culp, Jo Morrow, Jim Backus. Produced by Everett Freeman; directed by Peter Tewksbury; a Seven Arts Production.

STORY: Airline pilot Cliff Robertson's plans to spend a romantic weekend with girl friend Jo Morrow are disrupted when his sister, Jane Fonda, arrives to spend a few days with him. He and Morrow try to pursue their affair elsewhere, but the fates are against it. Robertson is called to fly an emergency assignment, and Morrow goes along, but confusion reigns. They wind up on different ends



of the country. Meanwhile, Fonda meets Philadelphia reporter Rod Taylor. They flee together during a rainstorm to Robertson's apartment. They are attracted to one another, and Fonda confesses that she has recently broken her engagement over the question of just how far a girl should go sexually before marriage. Taylor is thoroughly confused by her feminine logic and finds himself in a compromising position. At this point, Fonda's boy friend, Robert Culp, arrives prepared to forgive and forget. She introduces Taylor as her brother, and Robertson's return complicates matters still more. Robertson suspects Taylor's motives but agrees to go along with the pretense. The truth comes out, and Culp suspects that Fonda has been unfaithful. All is resolved happily as Fonda and Taylor realize they are in love, and Robertson decides it will be easier on his nervous system to marry Morrow instead of continuing their on-again, off-again affair.

**X-RAY:** Norman Krasna has adapted his successful Broadway comedy for the screen, and the result is bright, sophisticated adult comedy. The emphasis is on sex, but nothing really happens beyond a lot of clever chatter. Performers are capable, and the names should help in the selling. Many of the scenes were filmed in New York, and the backgrounds add to the film's appeal. This is the first theatrical feature directed by Tewksbury, and he distinguishes himself. The pace is good, and interest never lags. This may be lightweight fare, but it is dressed up beautifully and delivers plenty of laughs and entertainment. General audiences should be pleased, particularly in metropolitan situations where the sophisticated dialogue will be best appreciated.

**TIP ON BIDDING:** Better program rates.

**AD LINES:** "Should A Girl Or Shouldn't She? Here Is The Riotous Answer"; "Broadway's Sophisticated Comedy Smash Becomes The Screen's Funniest Battle Of The Sexes."

## PARAMOUNT

### Love With The Proper Stranger

DRAMA  
100M.

Paramount

**ESTIMATE:** Warm, entertaining drama of youngsters searching for love.

**CAST:** Natalie Wood, Steve McQueen, Edie Adams, Herschel Bernardi, Tom Bosley, Harvey Lembeck, Penny Santon, Virginia Vincent, Nick Alexander, Augusta Ciolli, Anne Hegira, Mario Badolati, Elena Karam, Nina Varela, Marilyn Chris, Wolfe Barzell. Produced by Alan J. Pakula; directed by Robert Mulligan.

**STORY:** Natalie Wood, over-protected by her devoted Italian mother and brothers, has made one mistake in her life. She spent a night with free-lance musician Steve McQueen in a summer hotel. She looks up McQueen and tells him she is pregnant. He can't even recall her name but feels responsible and agrees to help her find a doctor. Woods' family would like her to marry Tom Bosley, owner of a small restaurant. Whenever he is near Wood, he becomes a clumsy oaf. Over and over, Wood resolves to leave her family but is unable to tear herself away. McQueen finds a doctor who will do the job for \$400, and each agrees to put up half the money. They visit McQueen's parents who give them some money, thinking their son has at last met a nice girl. Herschel Bernardi, Wood's brother, pursues them, and they hide out in the upholstery shop run by McQueen's father. They talk and McQueen realizes that Wood is different from the other girls he has known. They find the abortionist who turns out to be an old woman in an empty apartment. McQueen is unable to permit the terrified Wood to go through with the operation. He takes her to the apartment of his friend and sometime lover, Edie Adams, and puts her to bed. When he returns, it is with a black eye and Bernardi, to whom he has told the whole story. He agrees to marry Wood, but

she sees his heart isn't in it. She finally finds the courage to leave her home, finds a nice apartment, and decides to marry Bosley if he'll have her. He will, but McQueen is still in the picture. He decides that his drifting way of life is no longer fun and visits Wood. She rebuffs his advances, but he pickets Macy's where she works with a huge placard, "Better Wed Than Dead." Wood succumbs, and all ends for the best.

**X-RAY:** Natalie Wood is glowing and touching; Steve McQueen has never been more effective in both serious and comic moments. Together, they fashion a warm, tender, sometimes hilariously funny drama that should please a wide audience. While the story line deals with such subjects as pre-marital sex, abortion, casual love, it is handled with such superb taste and heart that it should offend absolutely no one. These are two young people in search of life and love, and their problems will be real to all who see this picture. Production and direction are first-rate, and the interest never lags. A word should be said as well for the screen debut of Tom Bosley (Broadway's Fiorello), who picks up his comedy scenes and runs away with them. Indeed, all performances are fine. If one must criticize, perhaps the scene in the abortionist's frightening place of business was a bit overdone. Nevertheless, it builds to a shattering climax. If life is composed of laughter and tears, trouble and triumph, then this film is as satisfying a glimpse of life as the screen has ever provided. It could turn out to be a real winner. Original screenplay by Arnold Schulman.

**TIP ON BIDDING:** Better rates in some situations.

**AD LINES:** "An Unusual Love Story . . . Shattering Drama And Warm, Human Comedy"; "All The Fear, Joy, Tears And Laughter That Young Lovers Have Known Since Time Began."

## UNITED ARTISTS

### The Ceremony

DRAMA  
105M.

United Artists  
(Harvey)  
(Filmed abroad)

**ESTIMATE:** Best for the arty set.

**CAST:** Laurence Harvey, Sarah Miles, Robert Walker, John Ireland, Ross Martin, Lee Patterson, Jack McGowan, Murray Melvin, Carlos Casarvilla, Fernando Rey, Fernando Sanchez, Jose Nieto, Noel Purcell. Produced and directed by Laurence Harvey.

**STORY:** Laurence Harvey, leader of a gang of bank robbers in Tangiers, is caught and sentenced to death by the firing squad because a guard has been killed. An attempt to commute this if he reveals where the money is hidden is brushed off by him, and the prosecutors confer with warden John Ireland on the ceremony of death, which will have him tied in a chair before a firing squad. Harvey's girl, Sara Miles; his brother, Robert Walker; and a few others conceive a plan to get him out which has Walker impersonating a priest. Walker also is in love with Miles, and he gets her to promise that she will go away with him after they are successful. With the proper timing, they do get Harvey out and to the girl's room where the reunion is joyous until Walker demands half the money as well as Miles. They have a fight. The police arrive, and Walker leaves in a getaway car and leads them away from Harvey. His car crashes and he is badly burned, unrecognizable but alive. The prosecutor insists that the sentence be carried out, and he is killed although most of the squad refuse to fire at him. When Harvey learns what has happened, he walks back to the prison and clasps his brother's body in his arms. The law is stunned. They have killed the wrong man.

**X-RAY:** Perhaps the art and specialty house audiences will best appreciate this off-beat drama that is moody, unpleasant, and unconventional. There are some moments that are intriguing. The performances are good, and direction and production are impressive, although a bit on the theatrical side. Photography is moody to the point of being continually dark. Ben Barzman did the screenplay based on a novel by Frederic Grendel. Appeal will probably be limited.

**AD LINES:** "An Intriguing Drama Of Unusual Character"; "What Was 'The Ceremony' That Turned Man Against Man And Brother Against Brother?"

## Kings Of The Sun

DRAMA  
108M.

United Artists  
(Mirisch)  
(Color by DeLuxe)  
(Panavision)  
(Filmed in Mexico)

**ESTIMATE:** Names must carry mild spectacle.

**CAST:** Yul Brynner, George Chakiris, Shirley Anne Field, Richard Basehart, Brad Dexter, Barry Morse, Armando Silvestre, Leo Gordon, Victoria Vettri, Rudy Solari, Ford Rainey, Angel Di Steffano, Jose Moreno. Produced by Lewis J. Rachmil; directed by J. Lee Thompson.

**STORY:** The Mayans, remarkably advanced civilization but clinging to a belief in human sacrifice, are driven from their Yucatan empire by barbarians. King George Chakiris convinced the inhabitants of a coastal village led by Ford Rainey of the danger and they set out in boats looking for a new land. Rainey forces Chakiris to promise that he will wed Rainey's daughter, Shirley Ann Field. Rainey is killed as the barbarians attack, but the others escape. After a long voyage, they sight land and begin to reconstruct their civilization in their new home. They are viewed with distrust by a tribe of North American Indians led by warrior chief Yul Brynner. Brynner attacks Chakiris, and both are wounded. Brynner is taken to the Mayan village and nursed back to health, during which time he falls in love with Field. Field is too proud to hold Chakiris to Rainey's promise, and Chakiris is too proud to tell her he really loves her. Brynner doesn't realize he is being cured to be sacrificed to the Mayan gods. When the sacrifice is to take place, Chakiris decides that the inhuman practice must be abandoned, and allows Brynner to return to his people. The two civilizations live side by side peacefully, learning much from each other until a battle over Field forces the two leaders apart. The barbarians have tracked the Mayans to their new home and attack again. Brynner comes to the rescue of the Mayans, and the barbarians are defeated. Brynner dies saving Chakiris' life. The Mayans will never again sacrifice human life. Chakiris and Field will wed.

**X-RAY:** This spectacle of the highly interesting Mayan civilization has a lot going for it, but a rather weak story line works against it. When it is concentrating on the customs and religious beliefs of the characters, it is absorbing, but when it focuses on the individuals, their romantic problems, and their personal conflicts, it bogs down considerably. A good cast is a decided asset, with the names being quite saleable. There are battle scenes for the action lovers which tend, however, to become a bit confusing. To sum up, this is relatively mild spectacle which might have been a good deal more successful given a better story. Color photography is fine. Screenplay is by Elliott Arnold and James R. Webb.

**TIP ON BIDDING:** Better program rates.

**AD LINES:** "Two Academy Award Winners Star In An Exciting Drama Of The Mayan Era"; "The Splendors Of An Ancient Civilization . . . The Savagery Of Barbaric Rites . . . The Conflict Between Kings Of The Sun."



**Ladybug, Ladybug**

DRAMA  
84M.

United Artists  
(Perry)

ESTIMATE: Off-beat drama with a message.

CAST: Jane Connell, William Daniels, James Frawley, Richard Hamilton, Kathryn Hays, Jane Hoffman, Elena Karam, Judith Lowry, Nancy Marchand, Estelle Parsons. The children: Doug Chapin, Miles Chapin, Bozo Dell, Dianne Higgins, Alan Howard, Christopher Howard, David Komoroff, Donnie Melvin, Susan Melvin, Linda Meyer, Alice Playten, Marilyn Rogers, Jennifer Stone. Produced and directed by Frank Perry.

STORY: In a rural elementary school somewhere in America, all is normal until the yellow light in the office of William Daniels begins to flash and buzz, indicating a nuclear attack is imminent within one hour. A check with the telephone company determines that the equipment seems to be functioning properly, and attempts to get through to Civil Defense headquarters are unsuccessful. A check with the area high school shows that their alert has also sounded, and Daniels must assume that the alarm is real unless notified otherwise. He sets in motion the plan that is to take groups of children home under teacher supervision. This drill has been practiced but never carried out to the point of actually sending the pupils home. The teachers are told that this could be real, and their fear communicates itself to the children. One group is shepherded by Nancy Marchand, who can't answer their questions. Her concern is reflected by the pupils, with the older ones discussing bits of information picked up about nuclear attacks. Daniels finally learns that there is a malfunction of the equipment, and he and a few others start phoning to urge the youngsters to return. Some can't be reached as they have taken refuge in cellars with a parent or a grandparent; a group has hidden away in a bomb shelter in a backyard; one becomes panic stricken at finding no one home, and when she is denied admittance to the bomb shelter, she seeks shelter in an abandoned ice box. One boy takes off after her but misses her and is terrified by the sound of an approaching plane, screaming for it to stop.

X-RAY: There are several approaches that can be taken with this film detailing the scare caused by a false alarm concerning an imminent nuclear attack. The focus is on a group of school children and some of the adults around them. One can view this with annoyance because young children are forced to face the possibility of destruction, and the result is not pleasant. Another view is that the entry can serve as a primer on how children should and should not act in time of a catastrophic emergency, and, incidentally, how adults should conduct themselves as well. At any rate, the point that nuclear war or the threat of same is hell is emphatically established, and whether theatrogoers are going to be happy with this type of "entertainment" is something that time will tell. Special attention should be given to the selling of this message entry. The performances by all concerned are quite good, and direction and production are efficient. The cast is composed of relative unknowns. Eleanor Perry wrote the screenplay, suggested by an article by Lois Dickert based on an actual incident.

AD LINES: "The Makers Of 'David And Lisa' Offer A New Experience In 'Ladybug, Ladybug'"; "One Of The Unusual Films Of This Or Any Year."

**UNIVERSAL****The Raiders**

WESTERN  
75M.

Universal  
(Color)

ESTIMATE: For the lower half.

CAST: Robert Culp, Brian Keith, Judi Mere-

dith, James McMullen, Alfred Ryder, Simon Oakland, Ben Cooper, Trevor Bardette, Harry Carey, Jr., Dick Cutting. Directed by Merschel Daugherty; produced by Howard Christy.

STORY: Brian Keith heads a group of Texas cattlemen after the end of the Civil War as they try to take a herd through to Kansas to save Texas from the carpetbaggers. Half the herd is driven off by outlaws, and the other half are taken by Indians. Only seven men are left, and Keith continues on to try and get the railroad to build a line to Texas so that the cattle can be shipped to market. The railroad officials refuse his request, and the army unit nearby, headed by Alfred Ryder, warns them not to start any trouble when Keith states that the railroad will not go any place until it considers a Texas line. Although sympathetic to the cause, Robert Culp as Wild Bill Hickok and James McMullen as Buffalo Bill are forced to side with law and order in a showdown. Eventually, all is ironed out, and Texas gets its line. The cattle go through and the state is saved.

X-RAY: The story line here is a bit on the far fetched side working on the premise that seven men are dedicated to save the state of Texas after the Civil War and do so, but there is enough interest maintained to make this eligible for a supporting role on the program. The performances are adequate, and direction and production are average. Also, there are some action sequences to help out. Gene L. Coon wrote the screenplay.

AD LINES: "Texas Was Doomed Until The Raiders Went Into Action"; "An Action Yarn With Wild Bill Hickock, Calamity Jane, and Buffalo Bill."

**WARNERS****Act One**

COMEDY-DRAMA  
110M.

Warners

ESTIMATE: Very good comedy drama.

CAST: George Hamilton, Jason Robards, Jr., Jack Klugman, Sam Levene, Ruth Ford, Eli Wallach, Joseph Leon, George Segal, Martin Wolfson, Sam Groom, Sammy Smith, Louise Larabee, David Doyle, Jonathan Lippe, Bert Convy, Sylvie Straus. Produced and directed by Dore Schary.

STORY: In 1929, George Hamilton as Moss Hart has tried his hand at serious playwriting for the stage, but his efforts have been rejected. Instead, the suggestion is made that he turn to comedy at which he has a promising flair. While writing, he turns to acting as a social director in summer hotel and working with amateur groups at "Y's." He finally does write a comedy play based on Hollywood, aided by friend Jack Klugman, who lends him money when his funds run low. He sends the script to producer Eli Wallach, who is impressed and who thinks it needs more work. He also asks him to sit tight until he contacts him. As time passes, his friends sneak a copy of the play to another producer, who likes it and who agrees to put it on if George Kaufman played by Jason Robards, Jr., can be persuaded to collaborate on it with Hamilton. The two do get together, and when it opens out of town it is a failure. More work doesn't help much, and Robards decides to withdraw. Hamilton comes up with a new idea which has possibilities, and the play is a hit. Hamilton is well on his way now.

X-RAY: Dore Schary has taken a portion of the life of playwright Moss Hart and fashioned it into an interesting and penetrating film that is attractive from start to finish. He has cast it carefully, and the detailed competence of the players pays off, resulting in fine performances. What is remarkable about the production is that it tells its story with nary a hint of romance or love interest but with loads of high humour and dramatic warmth. The end product seems entirely natural. Direction and production

are very good, and viewers are faced with an enjoyable session on screen. Schary also wrote the screenplay, based on the book by Moss Hart.

TIPS ON BIDDING: Higher bracket in many situations.

AD LINES: "The Warm And Human Story Of Moss Hart Makes For Enjoyable Entertainment"; "A Fine Film About The Stage And One Of Its Great People."

**MISCELLANEOUS****Battle Of The Worlds** MELODRAMA  
84M.

Topaz Film Corp.  
(Color)

ESTIMATE: Fair science fiction meller.

CAST: Claude Rains, Bill Carter, Maya Brent, Umberto Orsini, Jacqueline Derval, Renzo Palmer, Carol Danell. Directed by Anthony Dawson; an Ultra Film production.

STORY: Professor Claude Rains and other scientists at a Pacific island observatory discover a mysterious body from another galaxy is speeding on a collision course with Earth. As news of the intruder spreads on Earth, panic develops, and it is decided to bombard the intruder, which unexpectedly goes into orbit. As Earth forces try to disintegrate the intruder with space ship attacks, groups of flying saucers rise from the mysterious planet and destroy Earth's forces. One of the saucers is pulled toward Earth in free flight and lands, but no living being is found inside. The device is taken to Rains, who succeeds in discovering the secret of its electronic brain. With his aides, Rains demands the privilege of exploring the planet and learning the truth behind its invasion of Earth. In a cavern of flowing crystal, they find thousands of steel skeletons, monstrous automatons of an unknown, extinct race. Rains explains the planet had been made into a space raft from which the people of a dying world had tried to save themselves. Though the deadline is near for the destruction of the intruder, Rains presses on in quest of the answer to the power that had brought it so many millions of miles through space. He is left behind in his search as the others escape. Rockets explode the intruder and end its threat to Earth.

X-RAY: This science fiction meller is wholly a creation of the animated miniature space ships, rockets, flying saucers, etc., of a coming air age. It is interesting enough for a while, but almost bogs down in its scientific language and modernistic cinematographic effects credited to Cesare Allion. The color is good, and the cast, headed by Claude Rains, delivers creditable performances. The weird effects are impressive. Given exploitation boosts, this has possibilities in certain spots.

AD LINES: "A Hostile Planet Hurtles Toward Earth On A Collision Course!"; "A Prophetic Motion Picture 100 Years Ahead Of Its Time."

**Terrified**

MELODRAMA  
70M.

Crown International

ESTIMATE: Teenage study in terror.

CAST: Rod Lauren, Steve Drexel, Tracy Olsen, Sherwood Keith, Barbara Luddy, Denver Pyle. Directed by Lew Landers; written and produced by Richard Bernstein.

STORY: Three teen-agers, two boys and a girl, try to solve the murder of her brother, who was buried alive in a cemetery in a ghost town section of the small town. The caretaker of the cemetery is found killed, and one of the boys, rivals for the affections of the girl, is also murdered before it is disclosed that the proprietor of the local hot shop and an ex-vaudevillian is the mad slayer. His motive was to protect the innocent girls of the community.

(Continued on page 5120)



# ALPHABETICAL GUIDE TO 105 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

<b>A</b>	
Act One—110m.—WB	5119
All The Way Home—103m.—Para.	5095
Any Number Can Win—111m.—MGM	5102
<b>B</b>	
Battle Of The Worlds—84m.—Misc.	5119
Beauty And The Beast—77m.—UA	5095
Bell, Bare and Beautiful—64m.—Misc.	5106
<b>C</b>	
Captain Newman, M.D.—126m.—U	5103
Cardinal, The—175m.—Col.	5101
Castillian, The—103m.—WB	5099
Ceremony, The—105m.—UA	5118
Charade—114m.—U	5095
Chushingura—105m.—For.	5106
Clown And The Kid, The—66m.—UA	5091
Comedy Of Terrors, The—86m.—A-I	5117
Condemned Of Altona, The—114m.—Fox	5090
Conjugal Bed, The—90m.—Emb.	5094
Court Martial—82m.—UA	5098
Creation Of The Humanoids, The—75m.—Misc.	5099
Cry Of Battle—99m.—UA	5097
<b>D</b>	
Daughter Of The Sun God—75m.—Misc.	5103
<b>E</b>	
Erik The Conqueror—81m.—A-I	5113
<b>F</b>	
Family Diary—114m.—MGM	5113
Fantasia—117m.—BV—RE.	5097
Farewell To Arms, A—Re.—123m.—Fox	5090
French Game, The—86m.—For.	5103
Fun In Acapulco—100m.—Par.	5109
Fury At Smugglers Bay—92m.—Emb.	5117
<b>G</b>	
Gone Are the Days—97m.—Misc.	5106
Gun Hawk, The—92m.—AA	5097
Gunfight At Comanche Creek—90m.—AA	5113
<b>H</b>	
Haunted Palace, The—85m.—A.I	5089
Heavenly Bodies—60m.—Misc.	5092
Hootenanny Hoot—91m.—MGM	5089
Hot Money Girl—81m.—For.	5103
Householder, The—100m.—For.	5103
<b>I</b>	
Incredible Journey—80m.—BV	5101
In The French Style—105m.—Col.	5093
It's A Mad, Mad, Mad, Mad World—194m.—UA—Cinerama	5109

<b>J</b>	
Johnny Cool—101m.—UA	5091
Julie, The Redhead—100m.—For.	5106
<b>K</b>	
Kings Of The Sun—108m.—UA	5118
<b>L</b>	
Ladybug, Ladybug—84m.—UA	5119
La Poupee—90m.—For	5096
Lord Of The Files—90m.—For	5092
Love With The Proper Stranger—100m.—Par.	5118
<b>M</b>	
Maniac—86m.—Col.	5101
Mary, Mary—126m.—WB	5091
McLintock—127m.—UA	5112
My Life To Live—85m.—For	5100
Mill Of The Stone Women—94.—For.	5104
Monstrosity—67m.—Misc.	5099
Move Over Darling—103m.—Fox	5115
Muriel—115m.—For.	5106
My Son, The Hero—111m.—UA	5095
My Son The Vampire—72m.—For.	5120
<b>N</b>	
Naked Autumn—98m.—For.	5115
New Kind Of Love, A—110m. Par.	5090
<b>O</b>	
Of Love And Desire—97m.—Fox	5090
Old Dark House, The—86m.—Col.	5102
<b>P</b>	
Pair of Briefs, A—90m.—For.	5106
Palm Springs Weekend—100m.—WB	5105
Paris Pick-up—90m.—Par.	5114
Pirate And The Slave Girl—86m.—For.	5115
Playgirls International—70m.—Misc.	5115
Please, Not Now!—76m.—For.	5115
Prize, The—135m.—MGM	5114
Promises! Promises!—75m.—Misc.	5096
Pyro—99m.—A-I	513
<b>R</b>	
Raiders, The—75m.—U.	5119
Reach For Glory—89m.—Col.	5093
Resurrection—148m.—For.	5107
Running Man, The—103m.—Col.	5094

<b>S</b>	
Siege Of The Saxons—85m.—Col.	5089
Small World Of Sammy Lee, The—105m.—For	5092
Soldier In The Rain—88m.—AA	5109
Son Of Captain Blood—88m.—Par.	5114
Sound of Trumpets, The—90m.—For.	5107
Square Of Violence—96m.—MGM	5098
Steppe, The—100m.—For.	5107
Stolen Hours—100m.—UA	5098
Suitor, The—83m.—For.	5107
Summer Holiday—100m.—A-I	5105
Sunday In New York—105m.—MGM	5117
Sunswept—65m.—For.	5120
Sword In The Stone, The—75m.—BV	5097
<b>T</b>	
Take Her, She's Mine—98m.—Fox	5102
Terrified—70m.—Misc.	5119
Terror, The—81m.—A-I	5093
Three Lives Of Thomasina, The—97m.—BV	5117
Third Of A Man—80m.—UA	5091
3 Stooges Go Around The World In A Daze, The—94m.—Col.	5089
Thunder Island—65m.—Fox	5098
Tiara Tahiti—100m.—For.	5116
Tom Jones—113m.—UA	5100
20,000 Leagues Under The Sea—127m.—BV—RE	5098
Twice Told Tales—119m.—UA	5099
Twilight Of Honor—104m.—MGM	5094
Two Nights With Cleopatra—80m.—For.	5107
<b>U</b>	
Under The Yum Yum Tree—110m.—Col.	5098
<b>V</b>	
Victors, The—175m.—Col.	5105
<b>W</b>	
Walleyed Nippon—90m.—For.	5104
Wheeler Dealers, The—106m.—MGM	5094
Who's Been Sleeping In My Bed?—103m.—Par.	5114
Who's Minding The Store?—90m.—Par.	5114
<b>X</b>	
X—The Man With The X-Ray Eyes—80m.—A-I	5093

## TERRIFIED (Continued from page 5119)

**X-RAY:** This economically produced horror entry creates its intended quota of terror and thrills under the skilled direction of Lew Landers, whose former work has appeared as major releases. There is plenty of action and much dark photography as the deserted houses of ghost town are explored. The cast of unknowns proves adequate, and the film should do okay as part of the program in non-discriminating spots.

**AD LINES:** "Buried Alive!" "A Black Graveyard With A Killer On The Loose!"

## FOREIGN

### My Son The Vampire

COMEDY  
72M.

Blue Chip Productions  
(English-made)

**ESTIMATE:** Okay combination of slapstick and horror.

**CAST:** Bela Lugosi, Arthur Lucan, Dora Bryan, Richard Wattis, Philip Leaver, Judith

Furse, Maria Mercedes. Produced and directed by John Gilling.

**STORY:** Mad scientist Bela Lugosi, known as The Vampire, comes to England with plans to gain control of the world through the medium of a radar controlled robot. The robot is misdirected and delivered to "Mother Riley," Arthur Lucan. Lugosi makes contact and orders the robot to transport itself as well as Lucan to his laboratory. Fearing Lucan may know too much, Lugosi holds him captive and plans to kill him. Lucan, however, has other ideas, and in a whirl of slapstick frustrates Lugosi's plans and turns him over to the police.

**X-RAY:** This vintage combination of slapstick and horror has its quota of laughs plus the usual suave, sinister performance of Bela Lugosi, whose presence, however, dates things considerably as he has been dead for a number of years. Female impersonator Arthur Lucan is good as "Mother Riley," elderly Irish biddy. The riot of old fashioned slapstick ends things in a crazy bit of action once it swings to the fore. The film has been hoaxed up considerably, with a title song by Allan Sherman added over the lead titles. There have not been too many female impersonators in films, and Arthur Lucan gets a fair share of laughs as "Mother Riley." The

supporting cast is adequate, as are production and direction. This should do okay as part of the program in non-discriminating spots, aided by high pressure promotional effort.

**AD LINES:** "Nuttier Of Them All!"; "A Mad Vampire Tangles With 'Mother Riley'."

## Sunswept

NOVELTY  
65M.

American Film Dist.  
(Eastman Color)  
(English-made)

**ESTIMATE:** Nudist novelty.

**CAST:** Yannick, Lita, Caren, others. A Michael Keating production. An Advent Films presentation.

**STORY:** This shows the activities of a British Sun Club and their vacationing via yacht to other Mediterranean nudist camps.

**X-RAY:** Boasting some excellent color photography, this offers nothing new in nudist camp films other than some underwater sequences. The feature will suffice in fast buck spots where similar fare has proven a draw. There is nothing offensive about it and nothing much to it.

**AD LINES:** "See Yannick's Exotic Underwater Ballet"; "Approved By The Federation Of British Sun Clubs."





DECEMBER 18, 1963 SECTION THREE  
Vol. 70, No. 24

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penno.—19107.

## Underwater Premiere For Warners' "Mr. Limpet"

Warner Brothers will set the world back on its heels with their latest pioneering effort—An underwater "Dive-In" movie!

The movie company will collaborate with Florida's Weeki Wachee, Spring of Live Mermaids, to premiere their latest movie, "The Incredible Mr. Limpet" on January 17th. . . . Underwater! The premiere will be shown for some 200 visiting international press which will be flown to the famous Florida West Coast attraction for the special event. The visitors are being hosted by Warner Brothers Pictures and those lovely luscious young ladies, the Weeki Wachee Mermaids.

Among other things, the three day junket will include the first premiere in the world to be held underwater . . . a special underwater press room . . . all the activities and recreation a person would expect from sunny Florida . . . and, of course the mermaids!

Even the newsmen will be underwater for this premiere! No fear of getting wet, though, for although the screen will be 20 feet under the crystal clear waters of the natural spring, the projectors and the newsmen will be dry as a bone in Weeki Wachee's million dollar underwater theatre. The special underwater theatre is situated 16 feet below the surface of the water and has 19 huge plate glass windows, each one 2½ inches thick, through which they will view the special show.

The Don Knotts movie, "The Incredible Mr. Limpet," is the work of a Florida author, Ted Pratt, and concerns a man who dreamed of living like a fish! . . . sort of like a merman!

Before making final arrangements for the premiere-spectacular Warner Brothers' national publicity director, Joe Hyams, tested the plan himself . . . and to make double sure . . . he insisted on going down into the deep underwater grand canyon to personally sign the contract with the mermaids!

## Attention Getting Prize

Want to win a wooden Indian?

That's the prize, an honest-to-goodness wooden Indian, in a contest being conducted at theatres across the country playing "4 for Texas," the Warner Bros. motion picture comedy opening in New York on Christmas Day at the Paramount and Trans-Lux 52nd St. Theatres.

Contestants are required to provide an appropriate saying for a wooden Indian that is seen with Frank Sinatra, Dean Martin, Anita Ekberg and Ursula Andress, the stars of the Technicolor-Panavision film. Entries are to be submitted to Bubble Editor, Warner Bros., 666 Fifth Avenue, New York 19, N. Y.

## Display Panel Plugs Coming Comedies at Main Entrance of Odeon Offices

### Private Screening Contest By AIP With '16' Magazine

"Muscle Beach Party," American International Pictures' soon to be released musical, is the subject of a national contest in January's issue of "16."

Details for the contest, which stars Annette Funicello and Frankie Avalon, are given in a two-page spread. Readers are asked to submit letters as to why they would like to be the winner of a private screening of "Muscle Beach Party." As an extra added attraction AIP will try to have one the musical's two stars present at the showing.

One of the tag lines for this contest, which thousands of kids will enter, is . . . "Think of what a thrill it will be for you to call up 15 or 20 of your good friends and say, 'I won a private screening—just like the stars themselves have—of Annette and Frankie's new movie, 'Muscle Beach Party.' I want you to bring a date—or come alone—and be one of my lucky guests.'"

For the special line up of comedies which were booked into various Odeon Theatres in Toronto, Victor Nowe, manager, Odeon-Carlton, Toronto, Ont., utilized a special display panel which is located at the main entrance of the head office of Odeon Theatres (Canada) Ltd. for the purpose of giving extra advance publicity to four coming attractions.

This head office lobby which is right next door to the grand main lobby of the Odeon-Carlton is used by thousands of people weekly as many of the floors have such tenants as advertising agencies, travel bureaus, Channel 11 CHCH-TV, Mexican Consulate, shipping lines and public relations offices.

In heavy lettering and painted on a deep autumn background material was used the caption: "This autumn—See these delightful comedy attractions at your Odeon Theatre."

Special attention was given to four comedy attractions, "Under The Yum Yum Tree," "Heaven's Above," "Doctor In Distress" and "The Mouse On The Moon." A star enlargement was the main selling point of each film with a special tag line to match the particular film.

(Continued on page EX-556)



This special display panel at the main entrance of the head office of Odeon Theatres (Canada) Ltd., Toronto, was erected by Victor Nowe, manager, Odeon-Carlton, Toronto, to plug four coming comedy attractions. It received attention from pedestrians and window shoppers as well as people who entered the Odeon Building.



## Sponsored Shows

By M. B. Smith  
Vice-president, Commonwealth Theatres  
Kansas City, Mo.

*Editor's Note: (This treatise was rendered by Mr. Smith at the recent Theatre Owners convention in New York City. For the benefit of exhibitors everywhere. MOTION PICTURE EXHIBITOR is printing it in EXPLOITATION as a three-part article.)*  
**PART THREE**

### CHAMBER OF COMMERCE SHOWS

Commonwealth Theatres has had remarkable results with "Chamber of Commerce" sponsored shows. These occur just prior to Christmas, and the Chamber of Commerce furnishes a supply of FREE CANDY, a SANTA CLAUS and they pay a rental for the theatre and the cost of a feature program.

The show is FREE FOR ALL CHILDREN IN THE COMMUNITY!

These programs are so popular they usually require three performances during the day—at 10 a.m., 2 p.m., and 4 p.m. If you are wondering about a formula for theatre rental, while the price may vary, it usually is predicted along these lines—if you run three shows—you set up a rental of 30c per seat—if you have a thousand seats, you ask a rental of \$300.

### PTA SPONSORED SHOWS

Commonwealth Theatres has long encouraged the development of "the movie habit" for youngsters. It is done through the medium of selling a series of pictures which are run on Friday afternoon or on Saturday morning. The series consists of eight pictures.

The local PTA selects the pictures from the Children's Library of Films, and a strip ticket is sold in the small towns for \$1.00, and in the larger towns for \$1.25 or \$1.50.

The PTA not only selects the pictures, but they also endorse the programs for children. In some instances, the PTA or a school organization sells the tickets and retains 25c out of each ticket sold.

### UNION SPONSORED SHOWS!

In larger towns where there are lots of union organizations, the exhibitor will find it very worthwhile to explore sponsored shows with the unions.

A lot of the union organizations seek to do something annual for the membership, their wives and children. Some unions take special delight in sponsoring a show, for the family, and some like to give a show just for the children with the compliments of the union organization!

If you do have a community, in which there are a number of healthy union organizations, with hefty memberships, you should explore the possibilities of this. It's good revenue!

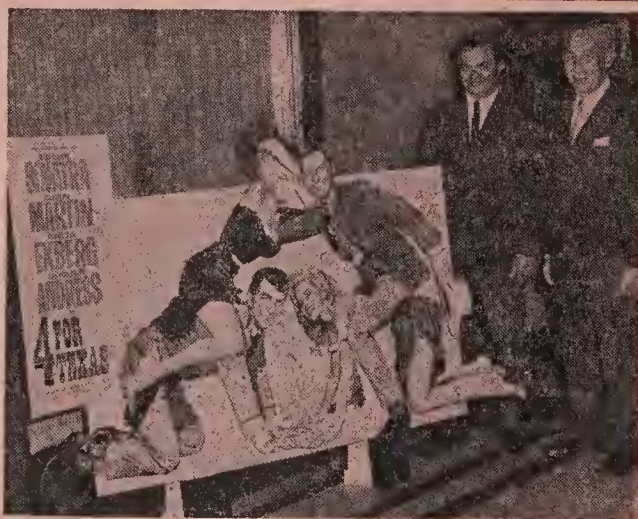
### HERE'S SOMETHING TO EXPLORE!

Many large stores in your community have a large number of charge accounts! The owner of the store, or the manager, has one big desire—he'd like to get his money in by the 10th so he can buy more merchandise!

#### PLEASE BE OUR GUEST!

Thank you very much for being so prompt! Please be our guest at the . . . (theatre name) we are enclosing two tickets for your convenience. They are good for any program of your choice in the next thirty days! Thank You for giving us an opportunity to serve you!

(Firm name and address)



An animated display for Warners' "4 For Texas" is inspected in the lobby of the New York Paramount Theatre by Warners' national publicity manager Joe Hyans, left, and managing director Robert Shapiro of the Paramount. The figures of the stars in the display actually move.

### "The Prize" Paperbacks

Upon completion of the current New American Library printing of the motion picture tie-in edition of Irving Wallace's "The Prize," in excess of 1,250,000 copies of the book will be available for distribution. Metro-Goldwyn-Mayer's "The Prize" is scheduled for early 1964 release.

Extensive promotional materials from NAL, including rack cards, posters, stickers and play date circulars, will be distributed to the 800 wholesale distributors and 100,000 retail outlets who are handling the paperback edition.

In addition, both New American Library and Independent News Company field personnel are cooperating with Metro-Goldwyn-Mayer in advertising, exploitation and publicity efforts.

### American Express Tie-Up

Universal and the American Express Company have developed a joint promotional tie-up in connection with the release of "Charade."

In connection with the tie-up, Universal and American Express have created a display piece for use by American Express offices and agencies throughout the world which says "See Paris with American Express and in 'Charade'". There is space for local theatre snipes. Suggestions are offered for local American Express offices and money order selling agencies to tie in with local theatre engagements of "Charade."

You approach the merchant and sell him on this idea—the copy is self-explanatory. The lady of the house receives her monthly billings from the merchant—and she likes to get out of the house from time to time! She'll probably pay the bill promptly so she can get a pair of FREE THEATRE TICKETS!

The tickets are redeemed at your boxoffice and are billed to the merchant at the end of each month—at a discount of around 15% or 20%.

It's an idea that could help you pay the rent!

## 'To Bed Or Not To Bed' Party Features Swedish Customs

Guests at special previews of the new Walter Reade-Sterling presentation, "To Bed Or Not To Bed," the Dino De Laurentiis comedy starring Alberto Sordi, were greeted by Greta Thyssen recently at a special sauna bath and smorgasbord party following the screenings at the spacious swimming pool in the new City Squire Motor Inn Asta Olsen reigned as the Lucia Queen, the traditional harbinger of Christmas in Sweden, with six hand maidens, all dressed in white gowns, in attendance.

The special features at the party were related to scenes in "To Bed Or Not To Bed," which was made in its entirety in Sweden. Sordi, as a visiting Italian on a business trip which is all but sidetracked as he becomes enamored of the fresh beauties surrounding him, encounters a series of "firsts" in his experiences. The sauna, a universally accepted form of bath in the Scandinavian countries and presently enjoying increasing popularity in this country, is beneficial to the over-all well being of a person through the use of dry heat ranging up to 200 degrees of heat. It is usually followed by a plunge into cold water. The Lucia Queen is chosen for the Festival of Lights, which is celebrated annually on December 13th, St. Lucia's Feast Day. While there is a large public celebration in Stockholm, the Lucia ritual is mainly a family festival where the youngest daughter of the house awakens its members in the dark hours of early morning and serves coffee and newly baked Lucia buns to them in bed. She is attired in a white, flowing gown and on her head she wears a wreath of greenery in which there are lighted candles. One other singular custom in which Sordi becomes engaged, and for obvious reasons not represented at the affair, is the "gymkhana" which tests the skill and daring of drivers as their cars go careening about on the surface of a frozen lake.

"To Bed Or Not To Bed," will have its American Premiere on Sunday, December 22, at Walter Reade-Sterling's Baronet Theatre on Third Avenue at 59th Street, New York City.

### Montgomery-Ward On "Mail Order"

A massive, nation-wide merchandising and promotion campaign for MGM's "Mail Order Bride" has been finalized following meetings with Montgomery-Ward officials in Chicago and MGM's sales and promotion department in New York. The many-faceted master plan includes publication of a paperback book, recording and exploiting the title song, local window displays and similar tie-ups in Montgomery-Ward's 2,700 retail stores.

A half-million Gold Medal paperback books will be ready for distribution in February. The novel is by Van Cort, author of the original short story upon which Burt Kennedy based his screen play.

Buddy Ebsen, who heads the cast, will record the title tune for MGM Records. Ebsen wrote the lyrics with George Bassman, who composed the score, doing the music.

Both the novel and the record will be promoted nationally by Montgomery-Ward through their retail stores and other outlets.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.



## Col. Parker Plugs "Fun"

A concentrated three-month promotion campaign, specifically tailored for every media, is now being launched for Hal Wallis' "Fun in Acapulco," starring Elvis Presley, under the direction of the star's personal manager, Colonel Tom Parker.

Surpassing previous promotion campaigns on Presley films, mailing has started on 2500 kits to fan clubs, and another 2500 to newspapers, magazines, fan mags, movie editors, TV columnists and all publicity and promotion departments of TV networks and local stations.

In keeping with the "Fun" spirit of the Paramount release, kits include written material, art, and novelty items ranging from dolls and stuffed animals to sombreros, musical instruments, gourds and similar appropriate giveaways.

Special data and art have been assembled for some 1500 movie editors, TV columnists and TV personalities who run their own panel or commentary shows, with individual, larger kits going to syndicated columnists.

Independent of nation-wide tie-up with recording companies for the eleven Presley vocal numbers in "Fun in Acapulco", all-out campaign has been launched on single disc, "Bossa Nova Baby," released early in October and high on the ratings for the past six weeks, with cross promotion in every situation with local deejays. A quarter of a million production notes, "Fun Times," have been printed for RCA Victor distribution.

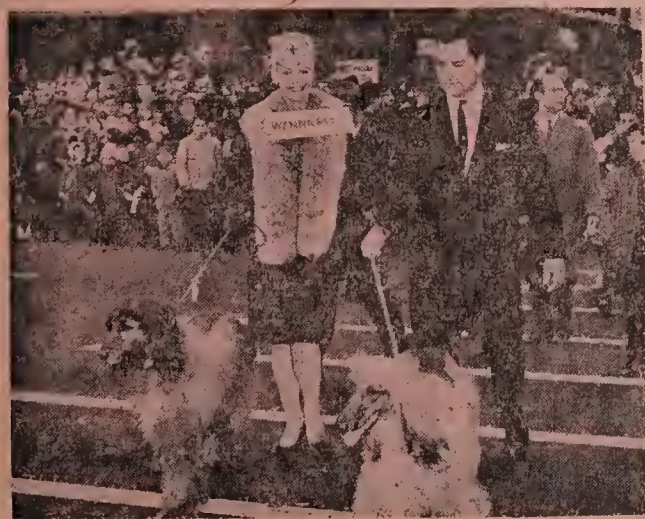
Scheduled for key areas in advance of film's opening are screenings for local RCA representatives and press.

Unprecedented volume of mailing will see half of output released from Hollywood, with balance mailed from Colonel Parker's permanent head office in Madison, Tennessee.

## "The Victors" Calendars

More than 10,000 editors, exhibitors and TV and radio personalities throughout the United States have received full-color lithographed 1964 calendars commemorating all the major events of World War II as a part of a major promotion for Carl Foreman's Columbia release, "The Victors."

The calendars, measuring 16 x 24 inches, cover 13 months from December 1963 through 1964 and include 13 full-color portraits of the international stars in the film. In the day-by-day breakdown of the calendar, dates commemorating famous moments in the war will be marked in red with accompanying copy describing the event.



In an attraction-getting stunt inspired by Jerry Lewis' portrayal of a professional dog-sitter in Paramount's "Who's Minding The Store?", these models promenaded down Broadway with two afghans during a parade on New York's famed Gay White Way.

# British Activities

By Jock MacGregor

A search for the oldest Elvis Presley fan was conducted by Fred Tyler of the Empire Coventry, in connection with the local press when he played "It Happened at the World Fair." With claims from an 87 year old, two 74 year olds and a 73 year old, all living at Remembrance House, he persuaded a local taxi firm to drive them to the theatre for free to see the film as his guests. An excellent press resulted. Albert E. Hallam of the Regal, Old Kent Road, South London, went for fans of all ages and in conjunction with the South London Observer ran a contest in which the ladies had to name Elvis' leading ladies for a bottle of sherry. The winner embossed her envelope with "Never underestimated our loyalty to Elvis Presley." Amused Hallam invited her to see the film as his guest and promised her an autographed color photo of Elvis—and gained an additional three inch plug for the movie!

F. Reay of the Odeon, Sunderland, made an unusual use of three paperback editions of "The Interns" which he promoted from the publishers. He broke these down to single sheets and overprinted in red on each page "From a great book comes an even greater film. "The Interns" followed by theatre credit, playdate and screening times! This made a unique and intriguing throwaway.

Frank Fountaine of the Gaumont, Burton, fell back on the old dare for an iron nerved woman to see a horror movie alone at midnight when he played "Whatever Happened to Baby Jane," and fired the local imagination. Having a normally uncooperative press he did not tempt providence by hoping for them to attend at midnight. He invited them to meet the chosen victim at a press reception early in the evening. They did and followed up the initial breaks with excellent coverage.

In keeping with the fun and laughter in "Doctor in Distress," Roy Alexander of the Odeon, Bilston, arranged for two beauty queens in swim suits to be carried on a stretcher by 4 suitably clad male nurses down the main street to the theatre. The press were informed but did not cover. Undaunted, Alexander managed to get the two beauties photographed with him later in the evening and submitted these to the press. One photo was published with full credits.

What is the world SeeSaw record? H. C. Birse of the New Victoria, Edinburgh, did not know, but with "Two for the SeeSaw" coming he decided to establish his own. He arranged for two Edinburgh University undergraduates to make their attempt in a store window on a busy thoroughfare, and right by an all services bus stop. The attempt lasted 24 hours and the head usherette fed them with food prepared at the theatre. The store was liberally plastered with credits and the whole resulted in extensive press and tv coverages.

Having recently taken over the Regal, Old Kent Road, South London, Albert E. Hallam was particularly glad of the opportunity of attending a special press show of "The VIPs" at the MGM private theatre and being able to take his local press contractors. A reception ensued and relations with the pressmen strengthened. A result of the outing, he was able to place a contest for a later booking in the South London Observer.

## Drive-Ins—Keystone Camera Promotion

Keystone camera dealers in Massachusetts used advertisements on local drive-in theatre screens to tie in with Keystone's pre-Christmas promotion offering "Drive-in Movie" prizes.

The program, which started with an advertisement in "Life" magazine in mid-November, offered readers an opportunity to win the grand prize of a Keystone "drive-in" movie . . . a 1964 Chevrolet Impala, plus a Keystone Movie Camera, Projector, "Private Eye" Viewer, and a box of popcorn. 50 other winners were offered a Keystone Movie Outfit, consisting of a Keystone electric drive zoom camera, automatic reel-to-reel projector, "Private Eye" viewer, and a box of popcorn.

Theatre patrons also received a special lucky number coupon; giving them an extra opportunity to win one of the valuable prizes.

The 45-second advertisement on the drive-in theatre screens showed the contest details with the sponsoring Keystone dealer's name and address. A synchronized sound tape also announced details of the special localized con-

test. Theatre patrons and "Life" readers were informed to bring their lucky number coupons to the participating Keystone camera retailer to check numbers and learn if they were among the winners.



A natural for Universal's "The Birds" is this remarkable photo stunted by Ronald Cooke, Odeon, Guernsey, in the Channel Islands, with the aid of a photographer friend—and they are not saying how it was achieved.



## THE EXHIBITORS' EXPLOITATION EFFORTS

MURRAY SPECTOR, manager, Stanley Warner Oritani, Hackensack, N. J., plugged his engagement of Columbia's "Lawrence Of Arabia" in the Bergen Record seven days prior to playdate with announcement slugs incorporated with regular theatre ads announcing the film and opening date. In the Paramus Post, a weekly, a contest was run three weeks prior to playdate. The same paper tied in with their circulation department relative to their Carrier Corner series whereby they acquaint the public with a selected route boy each week on their front page. The boy selected each week during the engagement of this film received two passes from the theatre and in return the theatre and film were publicized in their column. To plug the film further, a special program was prepared with the reverse side paid for by a sponsor for \$50, which defrayed the cost. In addition, 3M special heralds from Columbia were imprinted with theatre and playdate. These were distributed at the theatre and at the check out counters of Food Fair, A & P, Lamston five and ten cent store and Woolworth's. The day prior to our opening we had a matinee rental from the B'nai B'rith Women's 100th birthday at the theatre. That afternoon there were groups from all branches of the neighboring communities represented. Everyone upon entering the theatre received a herald and from the stage there was an announcement to exploit "Lawrence Of Arabia." For store window displays, a tieup was made with F. W. Woolworth whereby an entire window facing Main Street featured pocket books and records on the film. Included was an attractive four foot square sign with colorful 11x14 photos supported by 8x10 stills and theatre and playdate. Another tieup was made with Lamston five and 10 cent store, also on Main Street, which is situated at the other end of town. Here a similar window display was set up. For street ballyhoo, a billboard truck shuttled around the neighboring communities with six-sheet boards sniped with theatre and playdate signs. For the opening night of the show 300 roses were promoted and distributed to ladies starting at eight p.m. These were promoted from a local florist. Attending and also promoted was the Junior High School Band consisting of 50 youngsters who appeared in front of the marquee and gave off with 30 minutes of march music. Also on hand was a Bergen Record photographer, who did the honors.

JAMES E. COLE, manager, State, Lebanon, Pa., says that while it is true that a Disney picture doesn't need much of a selling job, you nevertheless must make the public aware of the fact that the picture is in town and it is at your theatre. For Buena Vista's "The Incredible Journey," he pulled an old stunt out of the bag and had an animal walk-around as street bally. Not animal animals, of course, but human animals—merely several of his ushers decked out in costumes rented from an agency. The two ushers, one dressed as a cat and the other as a dog, with appropriate signs on each, wandered around the up-town area, in and out of stores, etc., waving at people and in general being just as conspicuous as possible. These walks the "pets" took were aimed at the crowds in town on shopping nights and on Saturday afternoons. They went out 10 days in advance of playdate and for the first few days that the picture played. From reports, they created quite a stir indowntown Lebanon.



Murray Spector, manager, SW Oritani, Hackensack, N. J., in a recent tieup with a local florist, presented ladies with free roses at his opening of Columbia's "Lawrence Of Arabia."

CHARLES STOKES, manager, Plaza, Patchogue, L. I., N. Y., arranged for a free pre-Christmas all cartoon show ran on a continuous basis from 10 A.M. to six P.M., on Dec. 24th completely sponsored by two local merchants, who received 3,000 tickets and a paper banner for their windows proclaiming they had tickets. A poster was placed in the theatre lobby announcing the free shows; and a trailer was run with merchant snipes. The merchants had a potential of a few thousand customers, while the theatre received oodles of good will—and cleaned up at the candy counter! Stokes says it is important to make contact with different groups in town and thus create a friendly relationship. Recently, he helped Patchogue Lions with their "Fight For Sight" Week and was presented with a scroll for his efforts. This received mention in the local paper and meant more of that 'good will.'

### Gold Medal Plugs "McLintock!"

The Gold Medal Books paperback edition of "McLintock!," the Batjac Production for United Artists release, is currently on the nation's newsstands and is being highlighted in ads appearing in some 400,000 copies of other Gold Medal editions.

The "McLintock!" ads appear in the editions of both "The Right People" by Robert Kaufman and Peter Barry and in "The Counterfeit Kill" by Gordon Davis.

The rollicking "McLintock!" novel has been fictionalized by author Richard Wormser.



Drug and department stores throughout the country are featuring window displays like the above keyed to Paramount's "A New Kind Of Love" and Lanvin's "My Sin." In New York City alone, 57 Lanvin dealers had windows plugging the engagement of the film at the DeMille and Coronet Theatres.

## ODEON THEATRES

(Continued from page EX-553)

For "Under The Yum Yum Tree," Jack Lemmon was used, with the selling line: "The Funniest Comedy Since Sex Became A Laughing Matter." Supporting stars were also listed.

Peter Sellers was given the star billing in "Heaven's Above," with the copy "Never On Sunday Or Any Other Day—Will You See A Sellers Called Peter In A Film So Devishly Funny."

James Robertson Justice was the star emphasized for "Doctor In Distress" because of his devoted following, and for the excellence of his portrait enlargement. This was headed "Another Laugh Riot" with Dirk Bogarde given the top star credit.

Margaret Rutherford was used to good advantage in her portrait blow-up to give advance sell to "The Mouse On The Moon." Terry-Thomas was also given special attention and the catch line, "The Wackiest Comedy On Earth" added greatly to the film's credit.

These four special art displays were mounted on a rich velour background material of a gold and orange autumn combination of colors and enriched by a display of colorful autumn leaves on both sides of the glass display panel.

This special display received attention from pedestrians and window shoppers as well as all people who entered the Odeon Building. It was a very effective way to give extra advance publicity to the four comedy attractions booked into Odeon Theatres in Toronto.

### "Kings Of The Sun" At Exposition

"Kings of the Sun," Mirisch Company presentation for United Artists release, received unusual exposure for a motion picture through a special exhibit at Southern California's first week-long Furniture Fashions Exposition, which has drawn an estimated 200,000 visitors at the Sports Arena in Los Angeles.

The display, designed by Norma Koch, featured sets, props, color photographs and costumes worn by stars Yul Brynner, George Chakiris and Shirley Anne Field in the film, which deals with the ancient civilization of the Mayans, presently attracting great attention in art, architectural and fashion circles. Miss Koch, in addition to forming the exhibit for The Mirisch Company, earlier created the 15,000 men's and women's costumes seen in "Kings of the Sun."

### Dell's Biggest Movie Tie-In Year

Thirteen movie tie-in campaigns by the end of December marks 1963 as Dell's biggest film tie-in year—a year that started with a distinguished joint promotion of "Seven Pillars of Wisdom" by T. E. Lawrence, and the award winning film based on his life, "Lawrence of Arabia."

May brought "Spencer's Mountain" and in August, Dell did "Fail-Safe" and "The V.I.P.s." October was a banner month with five movie novelizations: "Palm Springs Weekend," "Under the Yum Yum Tree," "Move Over, Darling," "A New Kind of Love," and "The Sword in the Stone."

This month Dell is doing books on "Soldier in the Rain" and "The Victors" and rounding out the year in December with "Who's Been Sleeping in My Bed?"



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## DRIVE-IN EQUIPMENT

IN-CAR HEATERS: Complete 250 heater installation in top condition! Bernzomatic filling machine, scales, torches & new spare parts supply! Now operating & ready to go! Cost over \$9,000. Get in on winter profits now without disturbing your paving or operation for only \$4,995! Individual heaters also available for \$19.95, Cost—\$30! Will finance if necessary. P.O. BOX 389, Doylestown, Pa.

## EQUIPMENT WANTED

WANTED, USED BOOTH EQUIPMENT. Will dismantle. Write BOX 262, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.

## RECORDS

JON BRENT'S "PLAZA THEATRE ORGAN OVERTURES," Monaural \$4.00, Stereo \$5.00, postpaid. Alpha Records, 5965 West Blvd., Los Angeles, Cal. 90043.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

## THEATRES FOR SALE

SELL-RENT. Strand Theatre, Bangor, Pennsylvania. Retiring. Inquire STRAND, Bangor, Pa.

FOR SALE OR RENT: Modern Nine Hundred Seat Theatre, including liquor store. Money-maker for owner-manager, same owner thirty years. Must sell on account of illness. Price very reasonable. Reply directly to BARNUM THEATRE, 1830 Barnum Ave., Bridgeport, Conn.

LONG TERM LEASE in top money making area in New York City. For sale, inquire BOX 264, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

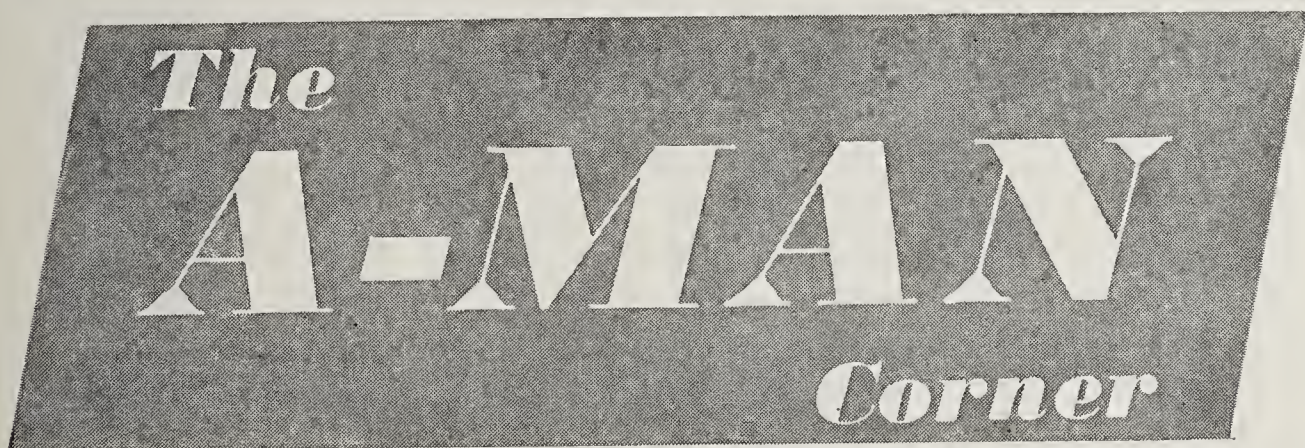
## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

**NOW! To start the New Year right, order your copy of the "AT-A-GLANCE" Bookkeeping System—\$1.75 per book.**



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

MANAGER, 18 years experience, all phases, 1st run, conventional, including booking, promotion, concessions, newspaper ad layout. Family man, wishes to relocate. Best of references. BOX B1211, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

ENERGETIC, YOUNG advertising-promotion man available. Specializing in drive-in programs. Excellent results and references. BOX A1211, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

IMMEDIATE OPENING for experienced theatre managers for Intermountain states area. Must have knowledge all phases theatre operation including advertising, promotions, concessions, good house-keeping and capable of completing normal theatre reports. Send résumé together with salary desired to P. O. BOX 695, Salt Lake City, Utah. (1211)

PROJECTIONIST, 17 years experience. 37 years old, single, sober, reliable, will go anywhere, prefer South or Northeast. CHARLES AVANT, P. O. Box 716, Waltherboro, S. C. (1211)

DISTRICT MANAGER available for indoor and outdoor theatres. Can supply excellent references. Exceptional experience in the concession. Age 39 with twenty two years in the business. Write BOX A1218, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EXPERIENCED, AGGRESSIVE, promotion-minded manager wanted for lower Delaware Drive-In. Year 'round employment, long-term career with established circuit. Send full details, experience, references. All replies strictly confidential. BOX B1218, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED: Promotion and exploitation manager with art theatre experience for small circuit, Southern California. BOX B124, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

HARD-HITTING THEATRE MANAGER available. Alaska \$400 week. 46 states \$300 week. Southern California, Hawaii, Florida \$199 or negotiate. Write for interesting, unusual résumé. BOX A124, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

HANDY SUBSCRIPTION BLANK

Yes, start sending

MOTION PICTURE

EXHIBITOR

plus

Showmen's Trade Review

TO:

Name .....

Title .....

Address .....



☐ Enclosed ☐ Or bill me

☐ \$2.00 for one year

☐ \$3.50 for two years

☐ \$5.00 for three years

(Outside Western Hemisphere)

☐ \$5.00 one year

☐ \$8.00 two years

☐ \$11.00 three years

CLIP and MAIL TODAY TO

317 N. Broad St., Phila., Pa. 19107

Address all  
Correspondence to— **The A—MAN Corner**

(Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107)



# HERE'S AN ANNOUNCEMENT OF EXTRAORDINARY IMPORTANCE!

**C. S. ASHCRAFT MANUFACTURING CO.**

*IS NOW MANUFACTURING*

**The SUPER**  
**CORE-LITE**

**THE FINEST, MOST POWERFUL ARC LAMP EVER PRODUCED.**

**A PHENOMENAL, NEW SYSTEM**  
**OF ARC LAMP PROJECTION!**

*CAPABLE OF PRODUCING AN OUTPUT IN EXCESS OF*

**63,000** LUMENS

**AT 165 AMPERES USING AN ECONOMICAL, STANDARD  
13.6mm HIGH INTENSITY CARBON AND THE HIGHEST PER-  
CENTAGE OF WHITE LIGHT DISTRIBUTION EVER ACHIEVED!**

THIS NEW ASHCRAFT LAMP WILL BE SOLD BY  
AUTHORIZED ASHCRAFT THEATRE SUPPLY DEALERS

**C. S. ASHCRAFT MANUFACTURING CO., INC.**

36-32 THIRTY-EIGHTH STREET, LONG ISLAND CITY 1, NEW YORK



# MOTION PICTURE EXHIBITOR

DECEMBER 25, 1963

Volume 70

Number 25

IN TWO SECTIONS • THIS IS SECTION ONE

# 45

## YEARS

... of being **FIRST**  
with the **BEST** ...

in *Theatre News*, *Theatre Views*, and *Theatre Services*

1918~1963

## Subscription TV Sues Exhib Groups

(See page 6)

## UA Financing 15 legit show

(See page 15)

On the occasion of our 45th anniversary, we present an extensive product preview of features for the coming year. A happy and prosperous New Year to all from the staff of MOTION PICTURE EXHIBITOR.

**RAGGEDY ANN—A CHRISTMAS TALE . . .** see editorial—page 5



UNIVERSAL HAS MORE IN STORE FOR '64 THAN EVER







"CHARADE"

"DARK PURPOSE"

"CAPTAIN NEWMAN M.D."

"MAN'S FAVORITE SPORT?"

"THE CHALK GARDEN"

"THE BRASS BOTTLE"

"WILD AND WONDERFUL"

"BEDTIME STORY"



# National Screen Service

*congratulates*

**MOTION PICTURE**

**EXHIBITOR**

on its

**45<sup>th</sup>**

**Anniversary**

and  
commends  
its  
dedication  
to



**THE LOOK AHEAD!**



# The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019. West Coast field office: William M Schary, 818 S. Curson Ave., Los Angeles, Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecok, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25c. Second class postage paid at Baltimore, Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 70 • No. 25

DECEMBER 25, 1963

## OUR 46TH YEAR!

MOTION PICTURE EXHIBITOR can rightfully lay claim to a certain degree of durability, having published continuously for the past 45 years with a constant increase in readership. We like to think that this long acceptance evidences a certain amount of trust on the part of our subscribers, based on our experience in the motion picture industry and our appreciation of its problems.

There have been times—and it must always be so—when our plain-spoken editorials rubbed someone the wrong way. No one can say we are a “kept” magazine. We value our freedom of expression too highly for that, and we value as well the reputation we have for integrity. What you read in these

pages is the truth as we know it. It will always be so.

We would like to take this opportunity to say thank you to our army of subscribers, friends, and advertisers. We shall continue to make every effort to remain deserving of your friendship and support.

We are proud to be a publication “SERVING THE READER FIRST, WHICH SERVES THE ADVERTISER BEST.”

From all the staff at MOTION PICTURE EXHIBITOR to all of you: A VERY MERRY CHRISTMAS AND THE HAPPIEST OF NEW YEARS.

## RAGGEDY ANN—A TALE FOR CHRISTMAS

THIS IS THE SEASON of peace and good will, when men who have snarled too much through the year learn how pleasant it is to smile. It is the season when griping is not in fashion and when people learn again how rewarding it can be to treat each other like human beings.

Here is a tale in keeping with the season. It was mailed to us by an exhibitor friend who remarks on how wonderful an industry we could have if everyone practiced the golden rule. Here then is “RAGGEDY ANN—A TALE FOR CHRISTMAS”:

It was the first day of school after the Christmas vacation and the three girls, who had come early on purpose, were busily telling one another about their Christmas gifts. They had been quite lavish, for Wilma, Genevieve, and Suzanne each had rich parents. So maybe they were what we call a little bit spoiled. All by herself, in a corner, sat Raggedy Ann with her turned-up nose buried in a book.

Why they had dubbed her “Raggedy Ann” they couldn’t tell you—perhaps because, like a rag doll, she didn’t seem to mind being ignored or pushed aside. She was freckled, pig-tailed and plain to the point of homeliness.

“—and I got,” Wilma was just finishing, “the most beautiful party dress you can ever imagine,” when Genevieve nudged her, and with a mischievous expression and a glance toward Raggedy Ann, whispered, “Let’s ask her what she got.”

So they gathered around her and Genevieve popped the question, “and what did *you* get for Christmas, Ann?”

Ann slowly closed her book and looked up at the girls

with a wonderful smile that made her look almost as pretty as they were.

“Why, just everything I wanted,” she answered. “A—a most beautiful doll that looks almost real, with real hair and it opens and shuts its eyes. And a—a lovely new dress.” She added quickly, “Oh, it’s too nice to wear to school. And—and books, and candy, and—well, just everything!”

The three girls looked at her dumbfounded. This wasn’t at all what they had expected. They were puzzled and inwardly wondered if Raggedy Ann—Raggedy Ann of all people—was making fun of them. For Ann was still smiling. But it wasn’t that kind of a smile, just one of sheer joy and happiness.

After school the three girls walked home together. They seemed thoughtful. They were all thinking of the same thing. Wilma broke the silence, “The little liar!” she spit out. Another moment of silence.

“No, I don’t think so,” Suzanne remarked softly. “I think she really *believed* it.”

“I’ve got an idea,” spoke out impulsive Genevieve. “Let’s give her those things. We can afford it. And we’ve all got so much more than she has.”

“I wonder!” murmured Suzanne reflectively.

Then she added, very soberly, “I think I’ve got a better idea. Let’s give her the one thing she really needs—and wants.”

“What’s that?”

“Our friendship—and our love. And I mean *for real*, and *for keeps*.”

## NO ISSUE NEXT WEEK

MOTION PICTURE EXHIBITOR, as is its annual custom, will not publish next week to give its hard-working staff a chance to relax over the New Year holiday. We’ll be back with renewed vitality for the issue of Jan. 8, 1964. HAPPY NEW YEAR TO ALL.



# Subscription TV Sues Exhibs

## Calif. Pay-TV Firm Asks \$117 Million In Damages From Forces Fighting Pay-TV Effort

LOS ANGELES—Subscription Television, Inc., which plans to set up its system in California next spring, filed a \$117,000,000 damage suit in U.S. District Court against organizations and individuals heading the fight against pay-tv in the state.

Named defendants were Southern California Theatre Owners Association, Northern California Theatre Owners Association, Theatre Owners of America, Allied States, California Crusade For Free TV, 12 motion picture theatre corporations, and officials of the Crusade including Roy C. Cooper, Arnold C. Childhouse, state chairman, and Graham Kisslingbury, public relations advisor.

The suit accused the 20 defendants of conspiring to restrict competition in violation of the federal and state antitrust laws.

The suit seeking triple damages charged the theatre groups sought, through advertisements, publicity, and other means, to deter the public purchase of stock in Subscription Television, and that defendants conspired to prevent it from obtaining program material.

A restraining order was sought to block the defendants from engaging in further activity against Subscription Television.

Childhouse, president, California Crusade for Free TV, stated that the action is "entirely without legal merit or substance. It appears to be simply an effort to discourage the people of the state of California from exercising their rights at the ballot box next November. We are confident that in the free-tv initiative being placed on the ballot at the next November election, the people of California overwhelmingly will support free-tv and reject, paid tv in their homes."

Fred Stein, president, Statewide Theatres, said that more than a million dollars has been subscribed for the Crusade for Free TV.

## TONE Pledges Support In Fight On Toll-TV

BOSTON—Arnold Childhouse, United California Theatres, and president of the California Crusade For Free Television, warned New England exhibitors at an emergency meeting called by TONE (Theatre Owners of New England) that Subscription Television could sound the death knell for theatres in time.

A figure of \$26,000 was set by TONE to help in the fight the California Crusade is waging, Julian Rifkin, president of TONE, reported.

Childhouse, who flew to Boston in a blinding snowstorm, the first northeaster of the season, was greeted by a good turnout of New England theatre owners, some of whom came from far northern points in New Hampshire and Maine. Childhouse warned that the seriousness of the situation can not be underestimated.

"In California, we are not in the position of having another tv test made," he pointed out. "It's on its legs and moving with a lot of money behind it." He said that thousands

## Rowley, California Exhibs Warn Texans of TV Threat

DALLAS—A luncheon meeting was held here attended by some 50 theatre men, representing a cross section of over 500 theatres in Texas, to warn of the threat of toll television.

Pledges in excess of a third of the \$34,-850 quota set for Texas were received and plans made to obtain the balance through future meetings.

Speakers included John Rowley, president of TOA; Al O'Keefe and William Oldknow, theatre circuit operators from Southern California; and John Adams, executive vice president of Interstate Theatres.

The theatre operators were warned by the California exhibitors that the success of toll television in California would set a precedent for a similar invasion in Texas.

of tv antenna systems are lying dormant around the country "waiting to jump in," and that "in New England, people have filed for cable antenna systems and have been granted permits."

"We know it is going to be a serious thing," he said. "It will be an exhaustive period that will take some years for the fullest potential to develop, but if it affects our business 20 per cent, we can't stay in business; we would have to close theatres." Childhouse recalled the many theatres that had to close following the debut of television, and said that in his own chain, 40 theatres were closed.

"I don't know of any possible good effect it could have on our business," he stated. He explained that the Crusade for Free Television is fighting Subscription Television by an initiative on the ballot in California.

The California speaker said he expected to find a completed draft of the initiative bill on his return to San Francisco. Childhouse said 465,000 signatures are needed to place the initiative on the California ballot "so

(Continued on page 19)

## Allied Board Meeting To Consider Booking

DETROIT—While the agenda for the Allied States board meeting at the Fontainebleu Hotel, Miami Beach, has not been finalized, executive director Milton H. London has indicated several important topics which will be discussed in aftermath of the recent convention in New York.

The most important innovation contemplated is Allied States' entrance into the field of film buying. The objective is that by the combined resources of Allied members' buying power, top pictures which are unavailable to many individuals, could be secured.

From the discussion at the convention much interest was aroused, and, according to London, the demand for such a plan is increasing.

Other items which are planned for the agenda are further efforts to persuade film makers and distributors to hold theatrical films off tv for at least a five-year period after initial release, aid in the anti-TV campaign in California, and unfair 16mm competition which is becoming increasingly wide-spread.

President Jack Armstrong and Marshall Fine, board chairman, will preside over the sessions during the three days.

## Bolstad Sees Good '64

MONTREAL—R. W. Bolstad, president, Famous Players Canadian, predicted that his circuit would "have a satisfactory year in 1964," basing his assumption on the larger number of features now in production which will turn out to be hits.

"We also anticipate," he said, "that capital spending on new theatres and modernization of existing theatres will be substantially increased."

Bolstad saw expansion for Canada, "given a stable political situation on the national level for a few years with a more liberal policy on immigration."



Heralding the start of "Where Love Has Gone," Embassy-Paramount production, now filming at the Paramount studios, were, left to right, director Edward Dmytryk; Jack Karp, Paramount vice-president and studio head; star Bette Davis; producer Joseph E. Levine; star Susan Hayward; Edith Head, Paramount's chief fashion designer; and Martin Rackin, Paramount's production head.



**THINK**  
**PROPER**





For  
such a special picture.  
a Special  
End-of-Year Release...  
to  
make it eligible  
for  
Academy Awards!

**New York**  
Loew's State and Murray Hill Theatres  
and  
**Los Angeles**  
Village Theatre in Westwood  
on  
**December 25<sup>th</sup>**

[AVAILABLE FOR GENERAL RELEASE IN FEBRUARY, 1964]



There is a moment—a long moment—  
when everything is risked with the proper stranger.

**NATALIE  
WOOD**

**STEVE  
McQUEEN**

IN A  
**PAKULA-MULLIGAN**  
PRODUCTION

Co-starring

**EDIE ADAMS**

Also  
co-starring

**HERSCHEL BERNARDI**

and  
introducing

**TOM BOSLEY**

Produced by

ALAN J. PAKULA

Directed by

ROBERT MULLIGAN

Music—ELMER BERNSTEIN

A PARAMOUNT RELEASE

Written by  
ARNOLD SCHULMAN

# Love with the PROPER STRANGER





# Col. Earnings Up For First Quarter; '64 Product Outlook Stirs Optimism

NEW YORK—A. Schneider, president, presided at the annual stockholders' meeting of Columbia Pictures at which executive vice-president Leo Jaffe indicated that the favorable outlook was inspired partially by an increase in earnings for the first quarter of the fiscal year which started June 30.

It was revealed that the company netted \$791,000, or 44 cents per common share, in the quarter, as against \$577,000, or 32 cents a share, in the same period last year.

The stockholders were told that Columbia's theatrical sales in the initial quarter of the current year rose to \$20,000,000 from the \$18,000,000 in the corresponding weeks of 1962.

Jaffe predicted his optimism also on the fact that "we have been fortunate in maintaining a relatively steady flow of pictures in release, and our gross volume has remained fairly constant."

He added that "from all indications based on our projected release chart for the balance of the current fiscal year and even for the next," the company's gross volume "looks most encouraging and we have every reason to believe that our gross should increase substantially and our profits as well."

"The industry has been confronted with many problems during the past year, particularly with rising costs in all phases of creative and production endeavor, including the cost of talent," Jaffe said. "We have had our share of these problems, but the various challenges have been met aggressively and, we believe, in a manner that will continue to improve the position of our company in the industry."

He told the stockholders that "in the five years your present management team has been in office, we have never had the line-up of pictures as is now available to us—either completed, in various stages of production, or ready to go into production." He pointed out, "We have concentrated our activities in enlarging our list of important producers, directors, and stars, and we are always mindful of the necessity of building new talent in each of these categories which will give us the ingredients for a successful program in years to come."

"Additionally, Columbia will offer a selection of fine program pictures which we need to give us a well-balanced program," Jaffe said.

Jaffe reported that the company's activity in the art house field was growing by "leaps and bounds," with many new art theatres being built, and "we feel confident we will get our share of this business."

The stockholders voted to increase Columbia's authorized common stock from 2,000,000 to 3,000,000 shares, approved the employees' retirement program, and ratified common stock options to M. J. Frankovich, first vice-president in charge of world production; and Sol A. Schwartz, a senior vice-president.

Schneider explained why the company pays stock, instead of cash dividends, saying, "Earnings are being reinvested in the company's future." He stressed that "we can have a great year and this is what we're looking for."

Schneider told Trueman Rembusch, Indiana theatre man who once headed Allied States,



Allied Theatre Owners of New Jersey recently honored its board chairman, former president and national director Irving Dollinger, at its annual beefsteak dinner at the Westmount Country Club, West Patterson, N. J. Shown making the presentation of a silver tray to Dollinger is ATONJ's acting president Sam Engleman.

## Callahan Heads A.A., Boston

BOSTON — Jerry Callahan has been appointed to the newly created post of sales manager, Allied Artists' Boston branch, effective immediately, it was announced by Ernest Sands, the company's general sales manager.

Callahan joined Allied Artists as Omaha branch manager in 1945 and has served as city salesman in Boston since 1953.

"We think we are doing business in a proper fashion," in reply to his statement that he was "concerned with the threat to the company's assets" stemming from what he described as "the irregular procedures followed by the sales force," specifically "price fixing and restrictive practices" which, he said, violate the trust laws and expose the company to legal action.

Schneider said he had no explanation why the Columbia stock was going down. He said that "only Wall Street knows." In answer to other questions he said, "The company's world-wide advertising expenditures this year were \$10,000,000, about the same as last year"; the company contributed \$19,000 to charitable causes in 1963; and there is "every reason to believe" the company will continue licensing features to television "for many years to come."

Jerome Hyams, executive vice-president of Screen Gems, a Columbia subsidiary, stated, "we are looking forward to an even better year than last."

Jaffe revealed that to date Columbia has grossed \$13,882,000 in rentals from "Lawrence of Arabia," and that "the first time around this picture will be the highest-grossing picture in the history of the company."

The stockholders reelected all directors. They are Schneider, Leo M. Blancke, Donald S. Stralem, Alfred Hart, Abraham M. Son-nabend, Mendel B. Silberberg, Jaffe, Samuel J. Briskin, Hyams. The directors reelected all officers.

The board declared the regular quarterly dividend of \$1.06¼ per share on \$4.25 cumulative preferred stock payable Feb. 17 to stockholders of record Feb. 3, 1964.

## Pittsburgh Variety Tent Honors John J. Maloney

PITTSBURGH—John J. Maloney, a retired Metro-Goldwyn-Mayer executive who now spends five days a week as an unpaid worker at Mercy Hospital here, was recipient of the 1963 Heart Award of the Variety Club of Pittsburgh, Tent 1.

The award, based on his "many outstanding services for the good of the community at large," was presented at the club's annual banquet.

A native of Pittsburgh, Maloney started his career with M-G-M at the time of "The Four Horsemen of the Apocalypse," and continued through to the release of "Ben Hur," then the biggest of all movies. When he retired in 1960, he was sales manager of the company's central division, headquartered in Pittsburgh.

After a few days of retirement, Maloney went to Sister M. Ferdinand, administrator of Mercy Hospital, and asked if he could help in any way. He was assigned to a desk, and worked out most of his duties as he saw a need for particular services.

Vice-chairman of the hospital's advisory board, Maloney also serves as director of public relations. Usually he is able to discharge the tasks of those offices by noon, and spends the rest of the day, and sometimes part of an evening, visiting patients in their rooms, and giving them a friendly greeting on behalf of the hospital's administration.

In spite of his long hours at Mercy Hospital, Maloney finds time to serve other community organizations, including Duquesne University. He is a member of the executive board of the Allegheny Council, Boy Scouts of America, and organized the diocesan committee on scouting for Catholic boys.

Maloney was one of the 11 founders of the Variety Club, formed in Pittsburgh in the late 1920's to provide for a baby abandoned in a theatre, and served twice as chief barker of Tent 1.

## New Sameric Theatre

PHILADELPHIA—The Eric Theatre in the Fairless Hills Shopping, opens at 1 p.m. today (Dec. 25), according to an announcement by Samuel Shapiro, president of the Sameric Theatres, builder and operator of the theatre.

The Eric is the newest theatre to be opened by the fast-growing Sameric chain. This past summer, the chain opened the Eric, Harrisburg, King, King of Prussia Shopping Center, King of Prussia; and is readying the White Horse Pike Drive-In, Lawnside, N. J.

Shapiro, a veteran of 42 years as an exhibitor, heads the Sameric Theatres Corporation. Nine more motion picture houses will be opened by the chain in tri-state Pennsylvania, New Jersey, and Delaware territory.

The new 1400-seat Eric will offer every recent development for total enjoyment by motion picture audiences.

## CDA Buys General Shares

MOBILE, ALA.—M. A. Ripps, president of Cinema Distributors of America, Mobile based, announced purchase in excess of one thousand shares of General Drive-In Corp., Boston, Mass. C.D.A. feels, according to Ripps, that they should aid and assist the exhibitor in any and every way possible.

Robert B. Steuer, exec. vice-president of C.D.A., was in New York to confer with Clayton Pantages, C.D.A. general sales manager, on release schedule of company's new science-fiction horror entry "The Flesh Eaters."



## Fox Enters New Phase Of "Cleopatra" Release

NEW YORK—20th-Fox has formulated the next phase of domestic (U.S.-Canada) release of "Cleopatra," it was announced by Seymour Poe, executive vice-president of the company.

Fox will continue the policy of accelerated release for the internationally acclaimed attraction by initiating 35mm reserved-performance engagements, starting in March, in cities not equipped for 70mm exhibition.

Poe referred back to the unprecedented manner in which the roadshow was launched when the picture was opened last June in 37 day-and-date situations within two weeks of its world premiere, playing in houses with large seating capacities.

The broadening of the release of "Cleopatra" in the spring the executive added, is a continuation of this same policy.

Poe revealed that in its first 48 domestic engagements covering 24 weeks, "Cleopatra" has grossed \$13,820,419, the largest gross ever attained for a comparable launching period.

Poe said that the majority of current roadshow engagements will continue into 1964. He noted that five more 70mm roadshow runs are to open on Christmas Day—in New Haven, Norfolk, Toledo, Jacksonville, and Chattanooga. Another roadshow launching is scheduled for Jan. 24 in Youngstown, O.

As current engagements in key cities terminate, he continued, plans have been established to extend the exhibition of "Cleopatra" on a hand-tailored basis.

The picture recently celebrated the half-year anniversary of its world premiere reserved-seat run at the Rivoli, New York.

## Warner Bros. Drive Ahead

NEW YORK—Thirty-one Warner Bros. branches topped their quotas during "Branch Manager's Week" in the "Winners from Warners" sales drive.

In the single week, honoring the company's branch managers, five branches more than doubled their respective quotas: Milwaukee, Charlotte, Des Moines, Kansas City and Albany. Another five branches registered over 150 per cent of their quotas: Detroit, Denver, St. Louis, New Haven and Indianapolis.

At the end of the drive's tenth week, the Albany, Charlotte and Atlanta branches retained the first three places, respectively, in the cumulative standings.

Films included in the drive are "Palm Springs Weekend," "Mary, Mary," "4 for Texas," "Dead Ringer" and "America America."

## Embassy, Hayes Pact Set

NEW YORK—Joseph E. Levine's Embassy Pictures has concluded a deal with John Michael Hayes, noted Hollywood screen writer, to write and produce motion pictures, it was jointly announced by Levine, president of Embassy, and Hayes.

The contract is the biggest ever made with a screen writer, in terms of guarantees and percentage payments as well as creative scope, Levine and Hayes declared at a press conference.

Under the arrangement, extending over a three-year period, Hayes will write an original screenplay, which he will also produce in association with Embassy Pictures. It will mark Hayes' debut as a motion picture producer. Additionally, he will write other screenplays, based on published works.

# Cinerama Shows TV Tape Recorder; Sets Expanded Production Slate

## Warner Names W. T. Orr As New Exec. Assistant

Jack L. Warner, president of Warner Bros. Pictures, has announced the appointment of William T. Orr, vice-president of the company, to the post of executive assistant to the president.

Orr, long identified in an executive capacity with the studio, currently is producing "Sex and the Single Girl."

Warner stated that Orr's first assignment will be a reevaluation of the entire television operation.

Orr will assume his new position immediately.

## Last Beam In Place In Universal Building

UNIVERSAL CITY, CALIF.—Following a centuries-old custom, "topping out" ceremonies were held at Universal City Studios when the last 30-foot steel beam was hoisted into place atop the 15-story office building, thus completing the building's structural steel framework.

Prior to the beam being hoisted into place it had been autographed by hundreds of studio employees headed by Jules C. Stein, MCA chairman of the board; president and chief executive officer Lew Wasserman; and Edward Muhl, Universal vice-president in charge of production.

The ceremonies, marking the end of steel construction on the new world headquarters of MCA, coincided with the Dec. 12 date that Wasserman joined MCA 27 years ago and the date he was appointed to his present position of president and chief executive officer 17 years ago.

The ceremonies, which were followed by a breakfast, were attended by MCA officials studio executives, Universal and Revue stars, press representatives, and future tenants, including E. F. Hutton & Co., Bank of America, Technicolor, and the U. S. Post Office.

## Mindlin Ad-Pub Appointment

NEW YORK—Martin Ransohoff, chairman of the board and production chief of Filmways, Inc., announced that Michael Mindlin, Jr. will become the company's advertising and publicity director.

Mindlin is currently completing a home office assignment as special publicity consultant on Paramount Pictures' "Becket," on which he was the production publicity director in England.

## Lincoln Center Recognition

NEW YORK—Lincoln Center of the Performing Arts will be specially honored at the forthcoming International Film Awards Dinner-Dance, according to an announcement by Daniel Frankel, Dinner Chairman.

"The industry as a whole has reaped great benefits," declared Frankel, "from the efforts put forth by Lincoln Center with its recent Foreign Film Festival here in New York."

NEW YORK—The first public demonstration in the U. S. of the new Cinerama-Telcan home video tape recorder was given at a special meeting in lieu of the annual meeting of stockholders of Cinerama, Inc., held at Loew's Cinerama Theatre here.

Nicolas Reisini, president, also announced an expanded production program. He revealed that Cinerama has acquired the motion picture rights to Alan Moorehead's two books, "The White Nile" and "The Blue Nile." In addition, an underseas film is being planned for Cinerama by Commander Jacques-Yves Cousteau. The company is also planning a film about two explorers who recently undertook to climb the challenging Eiger Mountain of Switzerland.

Cinerama is also making final arrangements with the world-famous La Scala Opera of Milan to exclusively film its operas.

Reisini noted that, for the first nine months of 1962, the company had gross income of less than \$5 million while, for the first nine months of 1963, it had a gross income of almost \$12 million. Cash flow during the first nine months of this year enabled the company to reduce its outstanding debt by \$2 million, as well as giving it funds to acquire new equipment.

Reisini stated, concerning the demonstration of the home video tape recorder, "from the inception of television, people have been searching for some practical, feasible and economical means by which the home television consumer could inexpensively and accurately record both the picture and sound of the television programs back through his television set."

Some of the biggest companies have developed this kind of device for professional and laboratory use, but such a machine has always been impractical for the consumer market. We will be able to also market, at a consumer price, a miniature television camera, and make possible for people to televise and play back instantly on home television sets whatever people desired to capture.

## Indoor For Phila. Center

PHILADELPHIA — Robert Theater Corp., motion picture exhibitor, has announced plans for a 1400-seat theatre to be erected in the Parkwood Manor Shopping Center, northeast Philadelphia. Cost of the structure was estimated at nearly \$400,000.

The building will be of Colonial design, in keeping with the homes of Parkwood Manor and the Parkwood Manor Shopping Center, projects of Hyman Korman, Inc. Construction will commence shortly, with an opening scheduled for early summer.

Robert Theater Corp., which operates motion pictures theatres in a number of shopping centers in the area, said 70mm. stereophonic sound projection facilities will be installed at the Parkwood Theatre, with films selected to provide outstanding fare for the entire family.

According to the exhibitor, the theatre auditorium will be available for civic gatherings as well. It will be made available to groups seeking auditorium facilities for religious services, educational meetings, and charity events. It is planned to fill the needs of many service organizations in the area.



# HOT TRIPLE PREMIERE FOR THE Or: How To Make A Great NEW YORK / LONDON

Column  
pre

Peter Sellers

in Stan

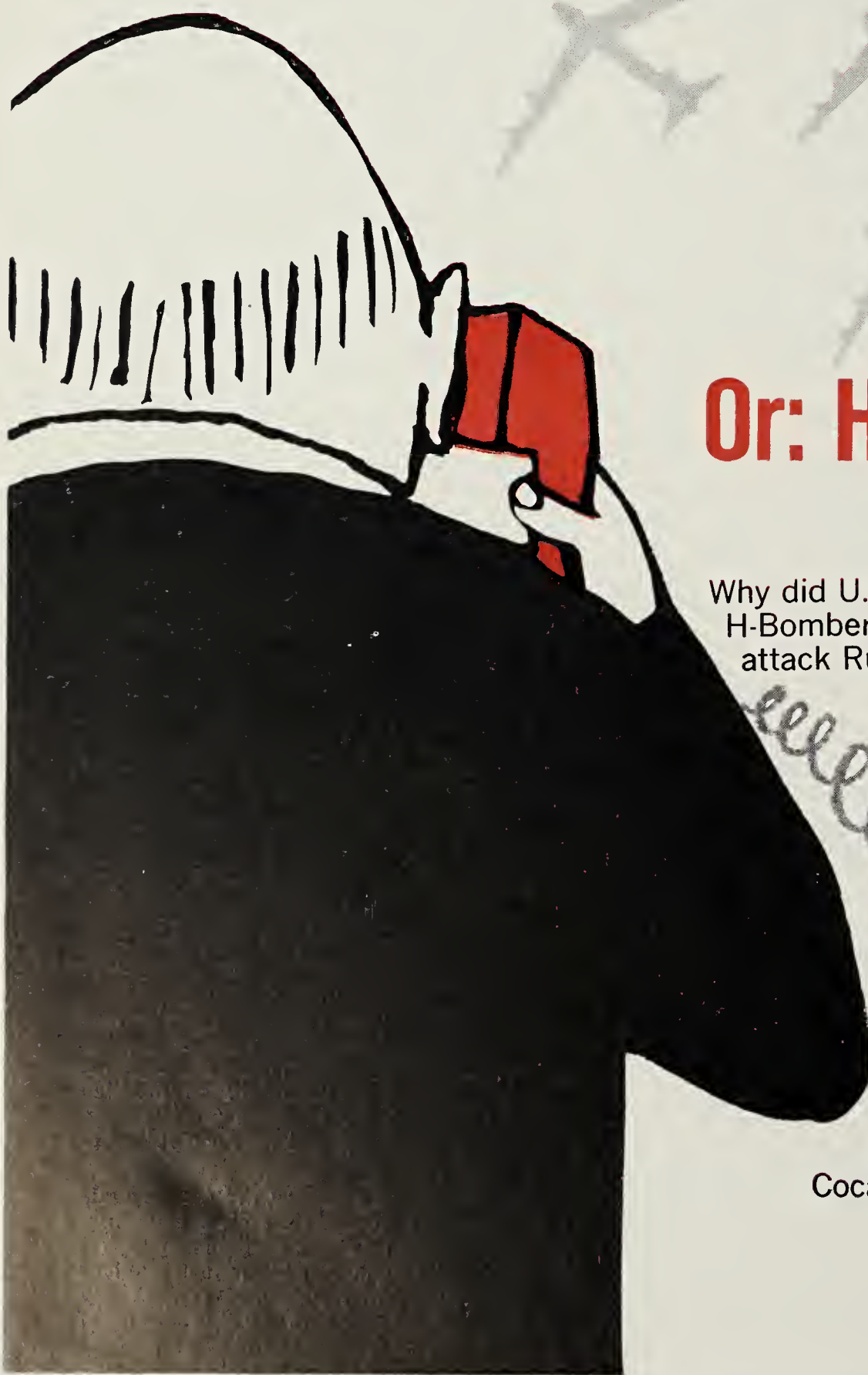
## Dr. Str

### Or: How I Learned To Stop

Why did U.S.  
H-Bombers  
attack Russia?

Where was the  
Red Premier  
when the Hot-Line  
rang?

Why did  
the fate  
of the world  
hang on a  
Coca Cola Machine?



also starring

Sterling Hayden · Keenan Wynn · Slim Pickens

and introducing

Tracy Reed ·

Screenplay by

Stanley Kubrick

(as "Miss Foreign Affairs")



# HOT-LINE SUSPENSE COMEDY!

film An International Event

## TORONTO / JANUARY 29

ures

George C. Scott

brick's

# Dr. Strangelove

## Or How I Learned To Stop Worrying And Love The Bomb

Why did  
Dr. Strangelove  
want ten women  
for each man?

Why did U.S. Paratroopers  
invade their  
own base?

What was  
the Doomsday  
Machine?



Peter George & Terry Southern

Based on the book "Red Alert" by Peter George

Produced & Directed by  
**Stanley Kubrick**



# Charity Premiere For "Cardinal" Nets \$75,000; Boston Hails Film

BOSTON—In the biggest world premiere ever held in Boston with Richard Cardinal Cushing sponsoring the first showing in the world of Otto Preminger's "The Cardinal" at the Saxon Theatre, \$75,000 was raised for Cardinal Cushing's charities.

Coming in for the gala festivities accompanying the world premiere were producer-director Otto Preminger and Mrs. Preminger; stars of the film, Tom Tryon and Carol Lynley; exhibitor and Mrs. Benjamin Sack, host at the Saxon; Governor Endicott Peabody of Massachusetts; Columbia v.i.p.'s; and celebrities. The London Sketch's film critic, Fergus Cashin, and Mrs. Cashin flew in for the Boston world premiere, and Cashin told the Boston press that he had "never seen a world premiere like this one before."

A 20-car motorcade paraded through the streets following luncheons and receptions around Boston by the producer-director and his stars throughout the day. The entire event, from arrival of the film celebrities at Logan International Airport down to the activities at the theatre preceding the showing, were taped by NBC-TV for showing later on "Stars Over Hollywood." At the theatre, a 70-piece band and a 45-piece drum and bugle corps played under the glare of klieg lights as the celebrities crossed over an open air stage and were interviewed and introduced by Dave Rodman of Boston's WNAC-TV, who took over as master of ceremonies.

Mayor John F. Collins proclaimed Dec. 11 "Cardinal Day in Boston." Before the picture was shown to the opening night world premiere benefit audience, Cardinal Cushing announced to the audience that \$75,000 had been raised and that more could have been raised if the theatre had been bigger. The Cardinal, in humorous vein, said "I'm in the wrong business; I should be in business with Ben Sack." After the showing, he bade exhibitor Sack farewell with "Goodbye partner," at which Sack replied, "God bless you."

First week's business for "The Cardinal" was expected to hit around \$36,000 capacity with sold out shows, booked long in advance by Sack Theatres general manager Alan Friedberg.

Boston newspaper critics gave "The Cardinal" rave reviews. Said veteran film critic Marjory Adams, Boston Globe: "The Cardinal," at the Saxon Theatre, will probably cause more discussion and controversy than did 'Cleopatra,' even without a scandal in connection with its production."

Part of the Cardinal's remarks at the world premiere included: "Dearly Beloved, I made \$75,000 on this premiere . . . you may think I'm in the wrong business. But, this is all going toward the building of the Madonna School for Girls in Marlboro." The Cardinal said he didn't have to thank anyone for selling the \$50 tickets "because I pushed them all from my own office, and I could have pushed twice as many if we had a bigger theatre."

## Col. Stock Dividend

NEW YORK—A stock dividend of 2½ per cent on the company's outstanding shares of common stock was declared by the board of Columbia Pictures Corporation. Payment of this stock dividend will be made on Feb. 17, 1964, to holders of record at the close of business on Dec. 30.

## MC and Music Director Named For Oscar Show

HOLLYWOOD—Jack Lemmon will be master of ceremonies for the 36th Annual "Oscar" Show of the Academy of Motion Picture Arts and Sciences, it was announced by George Sidney, producer.

Lemmon was one of five personalities to share the master of ceremonies duties for the 1958 "Oscarcast."

A former Award winner, Lemmon was voted an "Oscar" in 1955 for his supporting performance in "Mister Roberts." Additionally he was nominated three times for the "Best Performance by an Actor" Award.

The 36th Annual Awards will be held next April 13.

Selection of John Green as music director was also announced by Sidney.

Green, himself a four-time "Oscar" winner and 11-time Awards nominee, was music director in the years of 1945, 1948, 1951, 1956 and 1961. He also served as general director of the Awards Show of 1949 and producer-director in 1952.

## See Big IFIDA Turnout

NEW YORK—Richard Gordon, Gary Dartnall and David Emanuel have accepted key chairmanships for the forthcoming International Film Awards Dinner of the Independent Film Importers and Distributors of America, according to chairman Daniel Frankel.

Gordon, president of Gordon Films, Inc., will serve as program chairman. Dartnall, president of Lion International, will be journal chairman, and Emanuel, president of Governor Films, is arrangements chairman.

A record attendance is indicated for the January 21st gala at the Americana, according to chairman Frankel, with international moviemakers and star personalities in attendance.

## "Zulu" Meetings Stress Massive Selling Effort

NEW YORK—Joseph E. Levine, president of Embassy Pictures, told more than 250 leading exhibitors gathered at the Plaza Hotel here for the first "Zulu" showmanship meet that his company's extensive merchandising campaign for the picture "has not only been designed to sell, it has been designed to yell!"

Although the release date for the picture is six months away, Levine said, the pre-sell effort is now setting up local, regional, and national releasing patterns.

"Because 'Zulu' is for everybody," he said, "we have developed a campaign that is destined to reach everybody within the sight and sound of radio, tv, newspapers, outdoor ballyhoo, and any device that can be invented or created to do a massive selling job for massive entertainment."

Levine pledged "the greatest campaign ever given to any movie" to the exhibitors.

In Chicago, Leonard Lightstone, executive vice-president of Embassy, told a similar gathering that the industry must change its outmoded policies and practices if it is to secure the advantages of an expanding national economy.

On behalf of Levine, he conducted the same type of meeting held in N.Y.C. to acquaint the midwest exhibitors with the film through special screenings and seminars on the merchandising plans for the picture.

Lightstone pledged that "Zulu" would be given the greatest campaign ever. "Zulu won't just open," he said, "it will thunder in."

## Rogers Drawing Postponed

NEW YORK—Selection of prize winners in the four different divisions of the United States in the current \$10 contribution ticket sale on behalf of the Will Rogers Hospital and the O'Donnell Memorial Research Laboratories has been postponed to January 31, it was announced by Henry H. "Hi" Martin, national general chairman of this year's "Encore Sales Managers Drive."

One of the winners in each of the four divisions will receive a 1964 four-door Lincoln Continental.



"The Cardinal" Day in Boston was proclaimed by Mayor John F. Collins recently in honor of the world premiere of the Otto Preminger-Columbia film at the Saxon for the benefit of Richard Cardinal Cushing's charities. Seen, left to right, are Mrs. Preminger; Preminger; Mayor Collins; Tom Tryon and Carol Lynley, stars of the picture; and exhibitor Ben Sack, Sack Theatres, Boston.



## "Sound And Light" Effects Star In New Documentary

CHERRY HILL, N. J.—"The Day That Shadow Mountain Died," a documentary film produced by H. G. Peters & Co., has been cited for excellence by CINE 1963, The Council on International Events, and by the Venice 14th International Festival of Documentary Films.

CINE gave "Shadow Mountain" the coveted Golden Eagle Award, the highest award made annually by The Council to the producer of outstanding cinematographic productions. The Council selected "Shadow Mountain" to represent the United States in international film events. The film featurette also won a Diploma Di Partecipazione at the Venice Festival.

Hugh G. Peters, company president and executive producer of "Shadow Mountain," stated, "We believe that the unusual technique employed in this film is the first use on film of the European staging technique known as 'Sen et Lumiere.'"

"There are no visible actors but by unusual movement of the wide screen color camera, a unique system of synchronized sound effects, lighting, original ballad, dialogue, and narration, we have recreated a historical legend in highly dramatic fashion."

Featuring Lorne Greene, star of "Bonanza," as narrator, and Vaughn Monroe, well known recording artist, singing the original title ballad, "Shadow Mountain" uses this unique sight and sound method to tell the story of the violent death of an authentic American western mining town hidden deep in the mountains of Montana. The film was written and directed by John C. Thiele.

"The Day That Shadow Mountain Died" has been released for general theatrical distribution by Union Films and opened in New York and Hollywood.

Peters is president of H. G. Peters & Co., Inc., an advertising and sales promotion agency with offices in Indianapolis, Cherry Hill, and Beverly Hills. He is also president of Producers Corporation of America, a motion picture production company with offices in Hollywood.

## Gillis To "Empire" Post

NEW YORK—Herb Gillis has been appointed U.S. and Canadian sales director for Samuel Bronston's "The Fall of the Roman Empire," it was announced by Charles Boasberg, general sales manager, Paramount.

Working under Boasberg's supervision, Gillis will head a special home office unit handling bookings and group sales for the Ultra Panavision-70 and Technicolor spectacle, which will be launched on a two-a-day, reserved seat policy next March.

Prior to his new appointment, Gillis was one of Paramount's regional sales managers, headquartering in Washington.

## Para. Branch Appointments

NEW YORK—Ted Krassner has been appointed Paramount Film Distributing Corp., Washington, D. C., branch manager, it was announced by Charles Boasberg, general sales manager. He replaces Herb Gillis, who has been named U. S. and Canadian sales director for Samuel Bronston's "The Fall of the Roman Empire."

Krassner, who was previously Paramount branch manager in Indianapolis, will be succeeded in that post by Vernon Fletcher, formerly a salesman at the Kansas City branch.

# UA To Finance 15 Legitimate Shows In Five Years As Prelude To Films

## Public Accommodations Bill Passes Both Del. Houses

DOVER, DEL.—Motion picture exhibitors and other operators of places of public accommodation are forbidden to refuse service because of race under legislation which has been approved by both houses of the General Assembly.

Governor Elbert N. Carvel, who previously advocated passage of the measure, is expected to sign it as soon as it reaches his desk.

Most Delaware theatres had voluntarily desegregated long before the adoption of the new law, however.

The State Senate on Dec. 17 approved by a 10-to-7 vote the public accommodations bill passed Dec. 11 by the House of Representatives. Under its provisions, violators have the right to appeal from the Human Relations Commission to the State Superior Court, where jury trials are provided. The penalty for violation is a fine of not more than \$500 or 90 days imprisonment, or both.

## Loew's Showmanship Meet Held In New York City

NEW YORK—More than one hundred managers, division managers, and executives of Loew's Theatre, Inc., participated in a two-day Winter-Spring showmanship conference at the Americana Hotel here. The primary purpose of the seminar was to discuss plans for Loew's Diamond Anniversary, celebrating the company's 60th year in exhibition, and the Art Tolchin-Bernie Myerson box office drive. Other business matters were on the agenda, including film booking, accounting problems, engineering and maintenance, and the company's extensive refurnishing program.

The first session was held at Loew's State Theatre, where product reels from the various major distributors were being shown. Loew managers have adopted one or more pictureless from each distributing company as Project Pictures and will outline the highlights of their campaigns via screen trailers prepared by Ernie Emerling and his advertising-promotion staff.

Another session was devoted entirely to advertising and publicity, with each of the major film company advertising heads making live, tape and slide presentations of their plans for top product.

A meeting was also devoted to operational matters.

## New Rochelle Facelift

NEW ROCHELLE, N. Y. — Loew's New Rochelle has closed for completion of a stem to stern renovation program and will reopen on Dec. 27 with Paramount's "Who's Minding The Store?"

The "new" theatre when complete will feature every known innovation in theatre comfort—projection, sound, acoustics, and seating. A completely new marquee and lobby is also being constructed.

NEW YORK—United Artists will finance a minimum of 15 stage plays to be produced at the rate of three-a-year over a five-year period, it was announced.

The plays will be produced by Garrick Productions, headed by Joel Schenker, Roger H. Lewis, Philip Langner and Max A. Cohen, all of whom have wide experience in legitimate theatre, motion pictures and tv.

The agreement described as "the first workable, realistic amalgam of the major phases of the entertainment industry," has the following program:

The plays will be initially presented by Garrick at year-round stock companies and regional theatres throughout the country. Those productions that are successful in stock and have Broadway possibilities will then be brought to the New York stage. Properties suitable for the screen will be selected from these plays.

However, some plays which are presented in stock may be brought directly to the screen without being offered on Broadway. It was explained that some stock productions may have movie possibilities although they are unsuitable as major New York stage presentations. The films from both sources will be financed and distributed by UA, with the producer retaining full creative autonomy in keeping with UA's tradition.

It was also pointed out that UA and Garrick will not confine their support to plays with film possibilities.

"We are interested in developing new writers, directors and other talent for the stage." . . . Schenker pointed out, adding, "We consider this project a dynamic answer to people who question the future of the theatre and the motion picture medium in the United States."

The Garrick principals all have outstanding records of achievement in the entertainment field. Schenker, president of Garrick, is a Broadway producer currently represented by the hit, "A Case of Libel," starring Van Heflin.

Lewis, executive vice president, was formerly a vice president of United Artists in charge of advertising, publicity and exploitation.

Philip Langner, vice president of Garrick, bears one of the most illustrious names in the theatre; he is a director of the Theatre Guild.

## L.I. Circuit Files Suit

NEW YORK—An action has been instituted by Town and Country Theatres of Long Island, which operates the Glen Cove, Town, Wantagh, and Hewlett Theatres in Long Island, against United Artists Corporation, Century Circuit, Inc., and Skouras Theatre Corp. seeking an injunction and damages in the amount of \$700,000.

This action has been brought under the Donnelly Law of New York State alleging conspiracy, monopolistic arrangements, unfair practices, and discrimination by the defendants in distributing films in Nassau County.

The request for preliminary injunction to restrain unfair practices was to be argued at the Supreme Court in Nassau County in Mineola Dec. 23.



**WAR  
IS HAPPY  
CELEBRATION  
M.P. EXHIBIT  
45TH ANNIVERSARY  
WITH A CELEBRATION  
ALL ITS OWN!**

Simultaneous Christmas and New Year openings throughout U.S.A., England

A SAM COMPANY PRODUCTION  
CO-STARRING  
CHARLES BROOK



R BROS.

TO

TE



OR'S

ARY

N



FRANK SINATRA • DEAN MARTIN  
ANITA EKBERG • URSULA ANDRESS

y and key spots all over the world!

4 FOR TEXAS

OR BUONO GUEST STARS THE THREE STOOGES SCREENPLAY BY TEDDI SHERMAN PRODUCED AND DIRECTED BY ROBERT ALDRICH ROBERT ALDRICH TECHNICALOR



# High Point, N. C. Reports Progress; Racial Truce Extended Indefinitely

HIGH POINT, N. C.—Negroes here have voted to continue indefinitely a truce in massive racial demonstrations against downtown motion picture houses and other facilities.

The action was taken at a mass meeting following expiration of a 90-day truce which had been in effect since Sept. 12.

It followed presentation of a report from a member of the city's interracial Human Relations Committee, and backed up recommendations of Negro leaders.

Negro members on the committee suggested that the moratorium continue in view of "genuine progress" in human relations and a "climate of goodwill."

The truce was called after a series of violent demonstrations in August and September forced police on several occasions to use tear gas to disperse demonstrators and angry white hecklers in order to prevent threatened race riots. It was arranged in order that the Human Relations Committee might be named and given a chance to try to arrive at some solution to the problem.

Motion picture houses in a number of North Carolina cities have quietly integrated, and a representative of the Mayor's Goodwill Committee at Winston-Salem reported that all theatres there, downtown as well as drive-ins, now accept patrons without regard to race.

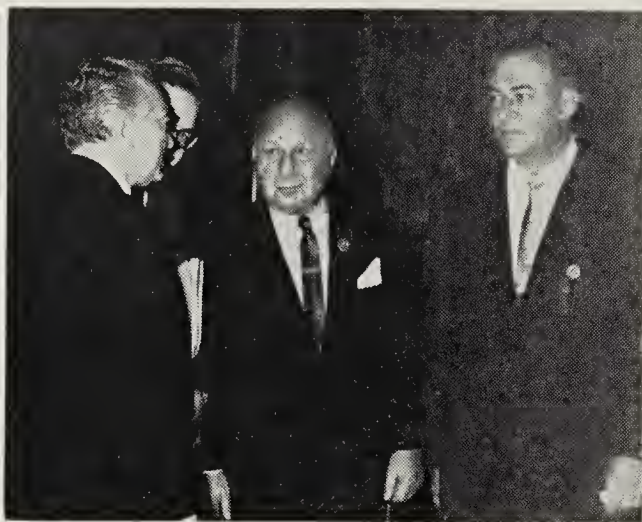
The report was made by Dr. Clarence H. Patrick at a meeting of the North Carolina Good Neighbor Council at Charlotte. He said, "The fact that the biracial committees have worked directly with all the involved businesses and agencies and have not sought to impose preconceived ideas and courses of actions on them" was responsible for their success.

At Durham, the North Carolina Council announced appointment of a full-time director of social concerns whose principal duties for the time-being will be to seek to persuade motion picture houses and other places of business to integrate their facilities and services.

He is the Rev. J. H. Crum, Methodist minister of Moncure, N. C., who has been a member of the N. C. Council of Churches' Human Relations Committee and a member of the board of Christian Social Conference Concerns of the North Carolina Methodist Conference.

A "job analysis" approved for the position he holds, a newly-created office, states that "whenever the Negro or any other person is a victim of discrimination, whether in the school, the church, the ministerial association, the college, the hotel, the motel, the hospital, the library, the shop, the factory, the movie, the park, or the government, an effort should be made to afford him equality of privilege and opportunity."

Types of action recommended included "conducting small lookout workshops composed of persons who are fully committed to desegregation and who hold strategic positions in local communities," and "organizing and training deputations whose main purpose would be to make converts of key persons who are not yet committed to the principle of desegregation." The director also will be expected to "hold seminars or workshops with special groups," including Negro leaders of non-violent organizations.



Seen at a recent conference on "The Fall Of The Roman Empire" in Madrid were, left to right, Samuel Bronston; Martin Davis, Paramount; Barney Balaban, Paramount president; and Paul N. Lazarus, Jr., executive vice-president, Bronston productions.

## Board Of Review Picks "Tom Jones" As No. One

NEW YORK — "Tom Jones," a British tongue-in-cheek film version of the Fielding novel, has been chosen the best motion picture of 1963 by the Committee on Exceptional Films of the National Board of Review of Motion Pictures. The public organization inaugurated the practise of selecting the best motion pictures of each year, 43 years ago.

The Board's list of the ten best English-language films of '63 follows:

(1) "Tom Jones;" (2) "Lilies of the Field;" (3) "All the Way Home;" (4) "Hud;" (5) "This Sporting Life;" (6) "Lord of the Flies;" (7) "The L-Shaped Room;" (8) "The Great Escape;" (9) "How the West Was Won;" (10) "The Cardinal."

Tony Richardson was voted the best director of the year for "Tom Jones" and Patricia Neal as best actress of the year for her performance in "Hud."

Rex Harrison was named the best actor of the year for his performance in "Cleopatra." Margaret Rutherford was voted the best supporting actress for her performance in "The V.I.P.s," and Melvyn Douglas the best supporting actor for his performance in "Hud."

### Four From Toho

TOKYO—From the Toho Company, Limited, studios in Japan come four exciting and original films.

"Siege of Fort Bismarck": Toho drama of World War I. It is the story of Japan's decision to aid the Allied forces.

"Atoragon": In this science fiction film, Toho visits the Mu Empire, civilization beneath the sea.

"Samurai Pirate": The west had no monopoly on swashbuckling pirates in the 16th century. Japan also boasted some notorious pirates who plundered on the high seas.

"Metango": A gay yachting party turns into a terrifying experience in this science-fiction thriller.

## Classification Bill Coming From N.Y. Legislature

ALBANY—In January, after the lawmakers convene for the 1964 session, the Joint Legislative Committee on Offensive and Obscene Material will sponsor a bill authorizing classification of motion pictures for school-age youngsters, as the Board of Regents recommended last summer. Assemblyman Luigi R. Marano, Joint Committee chairman, announced this at the conclusion of a recent executive conference held here.

Marano made it clear the bill would not be pre-filed, presented, proof-read, and printed before the Legislature gathers on Jan. 8. Introduction will await a broader conference.

"We are prepared for opposition by the motion picture industry," Marano commented. "We have met this before from the Motion Picture Association of America, COMPO, New York State Allied Theatres, and Metropolitan Motion Picture Theatre Owners Association, who fought the Committee's proposals in past years for "advisory" classification.

The MPAA objected more strenuously at the public meetings in New York and Albany last summer to so-called "compulsory" classification. The Regents, in December, 1962, suggested that the Legislature review the present licensing law, basically in effect since 1921, and vote such changes as it thought desirable or necessary, "bearing in mind, in particular, our responsibility for the welfare of the youth of the State."

It advised that, in drafting the rating procedure, provision be made for power to ban "unaccompanied" school children from films classified by the Motion Picture Division as "unsuitable" for them.

However, the Regents stressed parents and guardians were in the best position to judge the emotional levels of their charges. Therefore, when parents or guardian decided they would accompany a child to a motion picture house, the "unsuitability" bar would not be binding. There should be no "interference" with the parents' decision in this respect, the Regents declared.

Louis M. Pesce, director of the Motion Pictures Division, was a witness at the Committee's later hearing in Albany. He filled the Committee in on "background." This included statistics on the number of films licensed, with or without deletions, or "rejected" since the U. S. Supreme Court finding in the celebrated 1957 Roth case—and the totals sealed or denied seals during the years immediately preceding that ruling.

Pesce underlined that his division had issued licenses for "nudist" releases after the Roth determination; because the latter was interpreted to remove them from the "obscene" class as the nation's highest tribunal defined this word. The mechanics of enforcement were also discussed by Pesce.

Mrs. Margaret C. Twyman, MPAA director of community relations, who read a lengthy statement on sociological and legal reasons for opposition to "State classification of films," and who subsequently answered a fusillade of questions by Joint Committee senators and assemblymen, observed, "If any person is qualified to censor pictures, Mr. Pesce is."

Chairman Marano, at the latest meeting in the Capital, made no secret of the fact he hoped the Regents' support would aid in passage of the classification measure.

For three consecutive years, the Assembly approved an "advisory" rating bill, with no penalty clause, but the Senate never took a vote.



## Casino Maps 30 For '64

NEW YORK—Munio Podhorzer, president of Casino Films, Inc., sees 1964 as a year of increased interest in German language film.

Noting the increased number of American theatres that have inaugurated a policy of showing German language films, Podhorzer stated that his company, the largest American importer of German films, will release 39 films in 1964.

Notable among the films to be released are four with English titles, headed by Johann Strauss' internationally loved "Die Fledermaus." The new film version in lavish color was produced in Austria with the participation of the Kurt Edelhagen orchestra, the Vienna Staatsopera Ballet and the Vienna Volksopera Ballet. It features Peter Alexander, Marianne Cook and Marika Rokk.

Other important releases are "The Frenetics," "I Was All His" and "The Restless Night," all in black and white.

### SUBSCRIPTIONS

(Continued from page 6)

people can vote for the right of free television."

"If we do a good job and win the battle," he said, "we will have dealt a lethal blow to all those who have pay tv on hand."

Continuing, he said, "In Denver, and in Chicago, outfits have made application for subscription tv; they will all be trying to get it; they will do lots of damage to theatre owners."

"They are going after first run pictures. They have made that position quite clear."

Childhouse recapitulated the California situation on pay tv for the New England exhibitors, pointing out that Subscription TV has sold \$20,000,000 worth of stock; and that they have a marginal source of supply, the Giant and Dodger ball games. He credits ST with a "wise decision," because, he said, "the problem has always been nothing to put on." He said ST has hired extremely capable people, and has not spared money to get high calibre personnel, and has Pat Weaver, formerly president of NBC, at its head. "They've also brought in other top flight men, and have succeeded in acquiring a good public image."

"They reportedly put up \$1,000,000 for 'My Fair Lady,' and have clearly indicated that they are going after first run films." He pointed out that ST expects 40,000 receivers by July 1 in California, and "there is no doubt but what they will get them, 20,000 in Los Angeles, and 20,000 in San Francisco. The saloons alone would take care of that," he said. The sets would offer patrons a choice of three pay channels, he revealed.

The Crusade for Free Television also seeks to limit what pay television can show. Also speaking on the matter at the emergency meeting were Sam Pinanski, former president of TOA, head of ATC Theatres; Julian Rifkin, president of TONE, head of Rifkin Drive-In Theatres; Arthur Lockwood, president of Lockwood and Gordon Theatres.

Among those coming to Boston for the hastily called emergency meeting were Richard Smith, president, General Drive-In; Mel Wintman, vice-president, General Drive-In; Ted Fleischer, president, Interstate Theatres; Dick Owens, E. M. Loew Theatres; Eddie Canter, ATC Theatres; Hy Fine, NET Theatres; Ben Greenberg, Woonsocket, R. I.; Lawrence Mercelli, Palmer, Mass.; Henry Gaudet, Weirs, N. H.; Carl Goldman, executive secretary, TONE.

# The NEW YORK Scene

By Mel Konecuff

FOR THE SMALL SUM of 90 bucks (at the rate of two per year), some of you people out there have followed 45 years of happenings in the motion picture industry on these pages. Lifetime subscribers have really been getting a bargain. Much of it has been good; some of it has been miserable—but it certainly has never been boring. May you continue to spend your money in similar fashion in the future and may we be around to help out.

**A PRODUCER SPEAKS:** What happens to a group of misfits in an army? This question was pondered by producer Ted Richmond and director George Marshall, and they came up with the answer, resulting in a service comedy taking place during the Civil War. Much of the laughter found here is based on stunts, and 50 per cent of the film's budget of 2½ million dollars went into gags and stunts.

Richmond went into this area for his film because there hasn't been a service comedy in some time, nor does he remember any about the Civil War. The picture, which stars Glenn Ford, Stella Stevens, Melvyn Douglas, Jim Backus, Joan Blondell, Andrew Prine, Jesse Pearson, etc., will be an April release by MGM.

Being a former theatre manager (New Bedford, Mass.) and a theatre publicist (Fabian and RKO), he is well aware of the importance of campaigns and advance selling. He has put in some young tv and film people, and they, as well as he, will make the rounds with Randy Sparks and the Christy Minstrels to plug the film during the group's college dates between Jan. 23 and mid-May. Sparks, incidentally, wrote the music for the film.

By the way, he thinks television is the greatest casting gizmo in history, with every producer and director keeping an eye glued on the box for proper people to use in their films. Said he, "It's just as good as a screen test and less expensive."

**CONFERENCE NOTE:** Loew's Theatres held a three-day 60th anniversary showmanship conference last week at the Americana wherein circuit managers saw excerpts from forthcoming films and heard campaign plans on many of them. Major film distributor reps were at hand to present company thinking for 1964.

Art Tolchin, one of the chief executives of the circuit and a great believer in good press relations, introduced Joan Crawford at lunch, with the star at hand to plug her latest Columbia release, "Straight Jacket," wherein she plays an axe murderess. With all that blood and gore, you wouldn't think she was afraid of a hypodermic needle administered by her doctor, but she admitted to us that she was.

Miss Crawford observed that now is the time for the industry to act as a family because we have a helluva competitor in tv. She admitted many used to be afraid of it—but not any more.

By the way, this gal has always been a terrific performer and a great showman, and this was illustrated the other evening when she hosted a small press dinner. She made it a point to greet each and every arrival, and if she missed one at the door, she pursued them to their spot of refuge. It left everyone with such a grand feeling. Perhaps the ultimate in tribute came her way when Columbia's vice-president in charge of sales, Rube Jackter, himself a fine showman, confided that he has seldom seen anyone do such a fine job as that evidenced by Miss Crawford.

Perhaps because we saw the star several times last week, we were destined to win a bottle of Pepsi Cola at the annual Associated Motion Picture Advertisers' Christmas party at the Hotel Picadilly. Central Casting, Mel Gold, and Sam Horwitz deserve credit for the way the affair came off. The organization, incidentally, is celebrating its 47th year in the business.

**ANNOUNCEMENT:** Joe Levine, president of Embassy Pictures, insisted on holding a luncheon at the Hemisphere Club to announce the signing of a deal with John Michael Hayes to write and produce motion pictures, and this will wind up guaranteeing Hayes over a half-million dollars over a three-year period. He will write an original screenplay, plus others based on published works, in addition to producing.

Levine forecast that "The Carpetbaggers" will be the biggest of blockbusters, a feeling seconded by Paramount executive vice-president George Weltner, who stated that exhibitors are already beating his doors down to get it.

Also present was Paramount president Barney Balaban, who stated that the gross film rentals for all the companies and Paramount in particular are reversing their trend and are moving up. He sees 1964 as the biggest year in history as far as gross film rentals are concerned, probably due to more pictures being around that people want to see. Paramount's new progress started last June and has increased ever since.

**THE METROPOLITAN SCENE:** Daniele Delorme and Yves Roberts, producers of "The War of the Buttons," were tendered a reception at the French Film Office. . . . Jerry Rafshoon claims Atlanta's Fox Theatre is "still the most prosperous theatre in the south" but sends no money to prove it. Wilby-Kincey real proud of the 4400-seat house. . . . AIP's News Clips loaded with selling hints and cheesecake in its latest issue. . . . Screen Directors International Guild held a forum on "The Independent Feature" at the New York Newspaper Guild's offices, and featured panelists were Shirley Clarke, Paul Heller, and Larry Moyer, with the event chaired by Willard Van Dyke. . . . Holiday greetings in from Ed Hyman, Loew's Theatres, Gordon Weaver and Dan Terrell, Bill Werneth, Mike Hunter, Fred Herkowitz and RKO Theatres, Harry Goldberg and Stanley Warner, the NAC, Ernie Grossman, Mel Gold, Irving Ludwig, Arlene Ludwig, Norman Robbins, Ruth Pologe, Lars McSorley, Ernie Shapiro, Jim Mauceri, David Flexer, Bernard Lewis, Sam Kestenbaum, Show Magazine, Charles Levy, Sam Bronston, Leon Bamberger, Howard Newman, Roger Ferri, Walt Disney, Joe Alterman, Walter Lantz, etc.

May we wish all Season's Greetings and the Best for '64.



# GOO! WITH THE BIG ONES FROM 20<sup>TH</sup> CENTURY-FOX



*Available for  
selected engagements  
to participate in  
the 20th Anniversary  
of D-Day,  
June 6, 1964!*

TWENTIETH CENTURY-FOX PRESENTS

**doris day · james garner · polly bergen**



IN AN AARON ROSENBERG-MARTIN MELCHER PRODUCTION

**"move  
over,  
darling"**

COLOR BY DeLUXE



CO-STARRING  
THELMA RITTER · FRED CLARK · DON KNOTTS · ELLIOTT REID AND WITH **chuck connors** AS ADAM

PRODUCED BY AARON ROSENBERG & MARTIN MELCHER · DIRECTED BY MICHAEL GORDON · SCREENPLAY BY HAL KANTER & JACK SHER  
BASED ON A SCREENPLAY BY BELLA SPEWACK & SAMUEL SPEWACK · STORY BY BELLA SPEWACK · SAMUEL SPEWACK & LEO MCCAREY · CINEMASCOPE



# GOO! IN '64 WITH

***Man In The Middle*** starring ROBERT MITCHUM, FRANCE NUYEN, BARRY SULLIVAN. Guest star TREVOR HOWARD. Also starring Keenan Wynn, Sam Wanamaker, Alexander Knox. Produced by Walter Seltzer. Directed by Guy Hamilton. Screenplay by Keith Waterhouse and Willis Hall. From a novel by Howard Fast. Music by Lionel Bart. A Talbot-Pennebaker Production. CinemaScope.

***Shock Treatment*** starring STUART WHITMAN, CAROL LYNLEY, RODDY McDOWALL and LAUREN BACALL. Produced by Aaron Rosenberg. Directed by Denis Sanders. Screenplay by Sydney Boehm. CinemaScope.

***The Third Secret*** starring STEPHEN BOYD. Guest stars JACK HAWKINS, RICHARD ATTENBOROUGH, DIANE CILENTO. Also starring PAMELA FRANKLIN. Produced from his screenplay by Robert L. Joseph. Directed by Charles Crichton. CinemaScope.

***What A Way To Go!*** starring SHIRLEY MacLAINE in love with PAUL NEWMAN, ROBERT MITCHUM, DEAN MARTIN, GENE KELLY, BOB CUMMINGS and DICK VAN DYKE. A J. Lee Thompson production. Produced by Arthur P. Jacobs. Directed by J. Lee Thompson. Screenplay by Betty Comden and Adolph Green. Based on a story by Gwen Davis. Choreography by Gene Kelly. CinemaScope. Color by DeLuxe.

***The Visit*** starring INGRID BERGMAN and ANTHONY QUINN. Co-starring Paolo Stoppa, Claude Dauphin, Irina Demich, Hans Christian Blech. Associate Producers Julien Derode and Anthony Quinn. Directed by Bernhard Wicki. Screenplay by Ben Barzman. CinemaScope.

---

Rodgers and Hammerstein's  
***THE SOUND OF MUSIC*** starring JULIE ANDREWS. To be produced and directed by Robert Wise. Associate producer Saul Chaplin. Screenplay by Ernest Lehman. 70MM. Color by DeLuxe.

***THE AGONY AND THE ECSTASY*** starring CHARLTON HESTON. Screenplay by Philip Dunne. 70MM. Color by DeLuxe.

***JUSTINE*** to be produced from a screenplay by Ben Barzman. 70MM. Color by DeLuxe.

***THE DAY CUSTER FELL*** to be produced by David Weisbart from a screenplay by Elliot Arnold. 70MM. Color by DeLuxe.

***THOSE MAGNIFICENT MEN IN THEIR FLYING MACHINES*** to be directed by Ken Annakin from a screenplay by Jack Davies. 70MM. Color by DeLuxe.

***THE SAND PEBBLES*** to be produced and directed by Robert Wise from a screenplay by Robert Anderson.

AND THESE  
ROADSHOW  
ATTRACTIONS  
GOING INTO  
PRODUCTION  
IN '64!



# LONDON Observations

by Jock MacGregor

FOLLOWING WEEKS of intolerable and unjustified criticism of the Rank and ABC circuits by film men who have held them responsible for their own lack of foresight and mistakes, John Davis has answered or perhaps I should say hit back. He took advantage of the Rank Annual Showmanship Awards lunch to which several of the most vociferous opponents are regularly invited. He summed the situation up in masterly fashion, pulled no punches, squarely apportioned responsibility. Some did not like what they heard. One almost spluttered as he left afterwards, "Kenneth Winckles invited us to a happy, festive gathering of friends and business colleagues; to quote his letter." His following remarks were unintelligible.

Davis covered lucidly all facets of the situation which has grown from a contracting industry and people refusing to accept the material changes. He deplored those who damage the industry by playing politics, dismissed as rubbish charges that the circuits refused to date or dated late independent pictures to cause financial embarrassment, adding that good entertainment is needed now more than ever. He suggested that some creative people should enlist the help of one who understands and has a feeling for the film media of '64 instead perhaps of an earlier era. He advised that people wish to be entertained when they go out and clearly do not want films about politics, preaching a lesson, or on the kitchen sink. Opposing an increased quota, he recalled that once Rank supported such a demand, frankly admitted they made a mistake as the box office results were disastrous, and had learned a bitter lesson. It encouraged the making of films which the public did not want.

As an example of Rank's contribution to British films, John Davis cited the \$4,200,000 which the group paid to the Eady Fund—eight per cent of their income—against the \$980,000 which they draw for their own films last year. He recalled his efforts to restrict participation in the fund to British producers in the narrowest sense, and obviously regrets that American producers whose pictures fulfill the necessary requirements share in the fund despite having made some very fine films. He accuses them of upsetting the economics of the domestic industry, because with the American market behind them, they have a different sense of values and level of costing, and have made it harder and more expensive for the British producer, to say nothing of their heavy demands on the limited available creative talent. He claimed that 22 good picture-makers now work for Americans, and added "good luck to them."

The importance of Davis' speech dominated the lunch, and the problems of the industry virtually forced the purpose into a secondary position. In announcing the awards, Kenneth Winckles reported that despite all the trade dissension, the group had stemmed the falls in admissions and that every manager is carrying out a detailed marketing study of his locality. George Lockyer, Gaumont, Coventry, was named champion, with George Chantrey, Glasgow Odeon, and Peter Browne, Edgward Road (London) Odeon, runners-up. Dominating the decor was a big display for Showtime, the colorful film monthly which Rank is launching in January for exclusive sale on the circuit. An advance copy was on every seat. It should draw the customers in in a big way.

THE CHRISTMAS SEASON got under way with the Cinema Exhibitors Association London and Home Counties branch annual dinner and dance. Politics only just reared their head. The emphasis was on enjoyment. Table hopping—most distributors are represented—is the prime exercise between dances, and many a delightful encounter is experienced. Earlier in the day in the same Savoy ballroom, the Variety Club staged its annual Christmas lunch at which no less than 17 stars dressed in Santa Claus outfits, and assisted by starlets as Miss Christmases, collected toys from guests for Jack Goodlatte's Toy Fund, which totalled a magnificent 15,000 this year. Missing was a familiar face—Jack Williamson, Associated British Pathe's chief electrician—who has been responsible for the lights for Pathe News' Technicolor coverages. He has retired after 42 years with the company. Incidentally, Pathe has just put out the first color newsreel in the new Techniscope system. It featured The Beatles, sensational new pop group which Walter Shenson is to star in a film for United Artists, and has I understand resulted in a number of new contracts for this live reel. . . . The historic council chamber of the Chelsea Royal Hospital, which was founded by Charles II as a home for aged servicemen, was the setting for the launching of the "Zulu" premiere at the Plaza on Jan. 22 in aid of the Army Benevolent Fund. The Army top brass mingled with the Paramount top brass headed by Russell Hadley, Peter Read, Jack Upfold, and star co-producer Stanley Baker. . . . Though I had previously endured "The Yellow Teddybears," which deals with promiscuity at school and has become a great hit through skilled publicity worked on social significance, I went along to a discussion among social workers following a screening. Most had taken this exploitation picture seriously, and I was treated to such queries as to what were the sexual neurotic motives behind a character. There was a good national press coverage, and on the strength of these promotions, the circuits are slipping it in wherever they can. . . . "The Victors" is doing top business at the Leicester Square, and "Lawrence" has celebrated its first anniversary with no signs of coming off. . . . Michael L. Green has joined British Home Entertainments, a pay tv company, to sell their product in the world markets and acquire suitable material for the UK. This will not affect his work as a British and foreign producers' representative in the home and overseas markets. . . . Ron Lee has produced a Cinerama News Sheet. The first edition is devoted mainly to "The Golden Head," which is being completed at the MGM British studios after locations in Hungary. . . . Talk of one-up-manship—Warner Pathe installed the biggest sign in Film Row.

## Memphis Attorneys Clash On Censorship Issues

MEMPHIS—Verbal fireworks ensued when Memphis' assistant city attorney and a prominent attorney clashed at the Memphis Public Affairs Forum on "Movie Censorship in Memphis."

The city attorney acknowledged that Memphis has a reputation, like Boston, of being "a little more stringent" than most cities. He considered bringing an example of obscene films confiscated by police to show to the Forum audience, but decided it would be too shocking.

"The Supreme Court has determined that some form of censorship is all right. We have to determine in what areas censorship is to be permitted," stated Arthur J. Shea Jr., city attorney. "There are absolute standards of morality, which transcend all time. These standards should be used by those who censor movies, books, etc. Those who censor movies should have a thorough understanding of the movie industry, a mind capable of making decisions, and be a person above personal reproach with children of his own."

Lucius E. Burch Jr., arguing against censorship, stated he is opposed to all censorship boards whether they are elected by the City Commission, a host of college professors, or religious leaders.

"I am not ready to delegate my tastes and conscience to a living soul—least of all the seven good women of the Friday Morning Club (Memphis Censor Board). You hear so much about those nasty foreign movies—but they have to pass thru the U. S. Immigration authorities, the U. S. mails, the movie industry's own censorship, and finally, the Supreme Court here (Censor Board)."

"It's remarkable that most censorship deals with sex. You can show the basest form of mayhem or murder on the screen, but add a little sex and it becomes obscene. I just can't believe that sex is worse than murder. This country's obsession with sex is responsible for so many sex crimes, whereas they are less prevalent in European nations which do not have stringent censorship," he said.

## S.W. Meetings Underway

NEW YORK—Stanley Warner home office executives are holding a series of individual meetings with Eastern zone managers for a detailed survey covering every aspect of theatre operation.

Harry M. Kalmine, vice president and general manager is presiding at the meetings. Other participants include S. H. Fabian, president, Samuel Rosen, executive vice president, Nat Lapkin, first vice president, W. Stewart McDonald, vice president and treasurer, Nat D. Fellman, assistant general manager of the theatres, Bernard H. Rosenzweig, head of real estate, Jack Yellin, concessions, and Arthur Rosen, executive assistant to Lapkin.

## AA Ups Callahan

BOSTON—Jerry Callahan has been appointed to the newly created post of sales manager of Allied Artists' Boston branch, it was announced by Ernest Sands, general sales manager.

Callahan joined Allied Artists as Omaha branch manager in 1945 and has served as city salesman in Boston since 1953. Between 1930 and 1945, he worked in a variety of sales capacities for MGM, Warners, and Universal.

He started his film career in the advertising department of First National Pictures.



# MORE IN '64!

..... FROM .....

## JOSEPH E. LEVINE AND EMBASSY PICTURES!

Yesterday,  
Today and  
Tomorrow

**ZULU**

*Three Penny  
Opera*

*The  
Empty  
Canvas*

FEDERICO FELLINI'S

**8<sup>1</sup>/<sub>2</sub>**

a Ghost  
at Noon

ONLY ONE  
NEW YORK

**CASANOVA**

A HOUSE IS  
NOT A HOME

**IMPERIAL  
WOMAN**

The Major and  
the Private

*The* **A**dventurers

*the Easy  
Life*

**SANDS OF  
KALAHARI**

CRAZY  
DESIRE



## ATLANTA

The local WOMPI held their Christmas party at the Variety Club. . . . After extensive renovation Wilby-Kincy's Fox has put the famed Moeller organ back in operation. . . . Sympathy is extended to Marie Pinkston, Columbia booker, in the death of her long-time friend Olive Swygert. . . . Joe Johnson, Martin booker, is back after a fishing trip in Florida. . . . Also back from Florida vacations were Thelma Hagland, Continental staffer; and R. S. Settoon, Universal branch manager. . . . George Rosser, Martin booker, checked in at his Atlanta office following a trip to Jacksonville, Fla. . . . Phil Richardson, buyer and booker, McLendon Theatre Circuit, announced that the circuit has taken over the Rose, Hartford, Ala., and the H&R Drive-In, bringing the circuit up to 41 theatres.

## ALBANY

MGM is settled in its new exchange on the second floor of 1044 Broadway, where Paramount operated a branch for years. . . . The Arden is the new name of the former Harden, Calicoon. Arden Enterprises, Inc., is current operator. . . . Alex Oriole relighted the Hollywood, Frankfort, with a weekend policy. . . . Samuel E. Rosenblatt, Acme Theatres, Inc. chief, visited Film Row. His Glen Drive-In, Glen Falls; and Ft. George Drive-In, Lake George Village, are closed until spring. His Park, Cobleskill; and Cobleskill Drive-In, Richmondville, are leased by Ben Resnick, who also conducts the Onteora, Fleischmanns, and owns several motion picture theatres in Israel. . . . Edward J. Wall, former Paramount exploiter in Albany and Buffalo, and now advertising director for Home Savings Bank, was among those receiving visitors at an open-house celebrating conclusion of a year's remodeling program. . . . Sylvan Leff closed the neighborhood Highland, Utica; but kept the Rialto in operation. . . . Bidding for or splitting of first-run product in the City of Plattsburgh may be a development next spring when the Super 87 Drive-In under construction by Hyman Krinovitz at Exit 22 of new Northway saturation traffic system is scheduled to open. The 850-car drive-in will be ready for operation next April, according to reports. . . . A fee "not to exceed \$100" would be charged by State Industrial Commissioner, or the local enforcing agent, for the examination of plans submitted for the construction or alteration of a building to be used or occupied as a place of public assembly, on or after Sept. 1, 1964, under terms of a bill recommended by the State Labor Department and "pre-filed." It will be formally introduced January 8 by Assemblymen Willard C. Drumm, chairman of Labor and Industry Committee in Lower House, and by Senator E. Ogden Bush. The measure specifically amends a section dealing with fees of not more than \$10 which may be charged or collected from owner, lessee, or person occupying a place of public assembly.

## BALTIMORE, MD.

Adam Goelz, manager, Stanton, had a personal appearance of Count Basie and his orchestra, in a Sunday concert. . . . Mike Budzinski, assistant manager, Affiliated Theatres, Inc., is now relief assistant manager of the Northwood and Uptown. . . . Jack Bishop transferred as manager, Mayfair and Stanton to the New. . . . Otto Gage, division publications officer, First Division, Fifth U. S. Coast Guard District, U. S. Coast Guard



Vic Bernstein, midwest sales manager for Allied Artists, was elected chief barker of Variety Club Tent 26, headquartering in the Pick-Congress Hotel, Chicago. He will officially take office in early January.

Auxiliary and former manager of the Uptown and Northwood, resigned and turned full time into promotion activities with the Sun Newspapers in Baltimore. . . . Charles Parks, Rialto, resigned to enter private business. Robert Emerson is now assistant to manager Joseph Liberto at the Tower. He comes from a Stanley Warner operation in Wilmington. . . . Art Hallock, manager, Paramount, and Mrs. Hallock were in Pittsburgh for a relative's wedding.

## CHARLOTTE

Floyd Gainus, Georgetown, S. C., has been made manager, Dilworth, Charlotte, N. C. . . . The Miracle theatre building at Fayetteville, N. C., which also houses a radio station, offices, and other facilities, was evacuated following an anonymous telephone threat to blow up the building which was received at 3:55 a.m. on Dec. 11. The threat was labeled a hoax by police after some 12 persons in the structure were ordered out and a search for a bomb conducted. It was received by Chuck Taylor, a disc jockey for radio station WFLB, who said he laughed at the threat and was told "your're laughing now, but you won't be laughing at a quarter of five." Taylor notified police, who ordered all persons out of the building while it was being searched. During the day, more than 100 persons work in the structure, which is located in downtown Fayetteville.

## CHICAGO

"The Swindle" was shown for the first time in Chicago at DePaul Theatre by Chicago Center for Film Study, a division of the Catholic Adult Education Center and DePaul University. "The Swindle," which Federico Fellini made immediately after "La Strada," was never released commercially in American theatres. . . . Metro Movie Club's program for its December meeting will feature a cinema forum on titling by Jo Domin and a 16 mm. color film on Disneyland by William Zeimer. . . . B and K executives report that none of their theatres will book the controversial Jayne Mansfield movie, "Promises, Promises." . . . Jonas Rosenfield, vice-president in charge of Fox publicity, has returned to his New York headquarters after trade preview here of "Move Over Darling" at Carnegie. Rosenfield also met with 12 Chicago exhibitors at the Fox exchange, who

will play the film at their neighborhood houses starting Dec. 27 on an exclusive first run. This is a new release plan by Fox for this territory. Fox plans an extensive advertising campaign to boost runs at neighborhood theatres. . . . Lou Abramson, executive director of NAC, reports that Abe Bloom, manager of concession department of Balaban and Katz, has been named a member of the NAC committee to contact the candy and related industries for members of the National Association of Concessionaires. . . . Mary Edgren, former film publicity director, has been placed in charge of publicity for Pick Congress Hotel. . . . Carl Foreman, producer-director of "The Victors," was here to line up press agent tours for George Peppard, George Hamilton, James Mitchum, and Peter Fonda. Foreman will return in January for extensive press, radio, and tv activities to boost opening in the loop sometime during February. Hal Perlman, press agent for the Columbia exchange, will schedule a number of invitational screenings for the film. . . . Joe Levine, producer, brought in rough-cut prints of the "Carpetbaggers" for preview showing at the Chicago and at another midwest audience-test in South Bend, Ind.

## CINCINNATI

Norwood, O., with an approximate population of 35,000 and entirely surrounded by Cincinnati, has only one movie house, the Plaza, which opens Christmas Day as an art house. Renamed the Fine Arts Plaza, in addition to the art films, it is to present live entertainment each night excepting Sundays. Completely refurbished, the 600-seat house will have a free coffee bar for its patrons, and the lobby walls will display paintings furnished by local artists. Ron Prewitt is manager for the new company which has leased the house from owner Saul Schaengold. . . . Attendance percentages for all first-run houses during the pre-Christmas week were much higher compared with the identical weeks for the past two years, which indicates that interest in the movies is on the up-swing. . . . Daniel Mann was in town recently to promote his "Who's Been Sleeping In My Bed," scheduled to open here soon. . . . Ann Keck, secretary to A. H. Duren, Warners manager, is recuperating nicely from knee surgery.

## COLUMBUS, O.

Sam Shubouf, manager of Loew's Ohio, in New York for the Loew's managers' meeting. . . . Morris Schwartz, manager, Paris and Little art theatres, posted \$100 reward for information leading to recovery of "1000 Shapes of a Woman" stolen from the Greyhound bus station. . . . Milton Yassenoff, general manager of Academy-Neth theatres, reported extraordinary business for "Under The Yum Yum Tree," slated for a third week at the State, Beechwood and Esquire neighborhoods. . . . Jim Cummings, Columbus Dispatch columnist, devoted a column to the late T. T. Frankenberg, who was theatre editor of the Ohio State Journal five decades ago. Frankenberg, known as T. T. F., died in 1958 at the age of 80.

## DALLAS

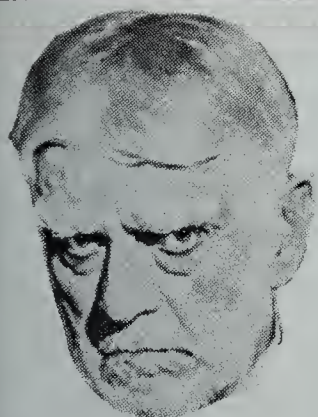
Leon Blender, general sales manager for American International Pictures, was here on a visit and for a special screening of "Comedy of Terrors." Blender was host at a cocktail



*American International*  
presents

# YOUR FAVORITE CREEPS TOGETHER AGAIN!

...every shroud has a silver lining  
when old fiends get together for  
a real blast of multiple mayhem!



**KARLOFF...**  
a casket case!



**PRICE...** a grave  
sort of fellow!



**RATHBONE...** a very  
reluctant corpse!



**LORRE...**  
a fiend in need is  
a fiend indeed!



**BROWN ...** he digs  
graves the most!

**JAMESON...**  
a pretty  
ghoul  
is like  
a melody!



American International  
PRESENTS

## THE COMEDY of TERRORS IN PANAVISION® AND COLOR

STARRING

VINCENT PETER BORIS  
**PRICE ♦ LORRE ♦ KARLOFF**

CO-STARRING

WITH

**JOYCE JAMESON ♦ RHUBARB THE CAT**

SPECIAL GUEST STAR

ALSO STARRING

**JOE E. BROWN ♦ BASIL RATHBONE**





party for exhibitors. . . . James O. Cherry, city manager, Interstate Theatres, revealed that the Dallas theatres are leading the state in the sale of Interstate Christmas Gift Coupon Books. . . . William C. Gehring has arrived here from New York to set up his headquarters as new division manager of 20th Century-Fox. . . . Danny Bedinger won the Labrador retriever and Weldon Brown the Siamese cat in the contest conducted by Jerry Haynes, the "Mr. Peppermint" on WFAA-TV, in conjunction with the showing of "The Incredible Journey" at the Village. . . . "Cleopatra" was to close on Dec. 24 here at the Tower ending a 27 week run, longest at any of the four Interstate theatres which opened the film on June 26. The second longest run was in Houston, where it played for 26 weeks. The film also played in San Antonio and Fort Worth. Although no figures were released on the cost of the film for the Interstate theatres, Raymond Willie, vice-president and general manager, has announced that each engagement in Texas more than earned back its guarantee during its engagement. . . . The Heywood Simmons Booking Service moved their offices to the Paramount Bldg. . . . Bob O'Donnell, head of General Films, returned from a visit in San Antonio.

## DENVER

Beginning Christmas Day, the RKO Orpheum here will become the glamorous RKO International 70, completely new from backstage to marquee. The house, managed by Wm. T. Hastings, has been closed much of December to complete the transformation. Completely refurbished, the RKO International 70 will have a 30x60 screen, new 70mm projection, and new front and lobby. The 2,690 seats of the former Orpheum have been reduced to 1,200. Remodeling was under the supervision of Charles Horstman, chief of construction for RKO Theatres, according to Harry Mandel, president, who says the Denver operation is but the first of its chain to undergo planned modernization. The theatre was originally built in 1932 on the site of the old Orpheum vaudeville house, constructed in 1902. Otto Preminger's "The Cardinal" will be the opener. . . . Tom Hardy of the Egyptian, Delta, Colo., was in the city visiting film row. . . . Howard Campbell of Westland, Colorado Springs, a frequent visitor to film row was also in town this week. . . . John Voss has returned to Paramount as head booker after an absence of about three years. He has been with American International here. . . . The annual stag dinner of the Rocky Mountain Motion Picture Association was scheduled for the Brown Palace Hotel. John Dobson, branch manager of United Artists, is association president.

## DETROIT

Distributors transmitted a dim view of the success of "mild kiddy show matinees," to owner Bud Taylor, Hills, Rochester, Mich. Bud is disregarding this, and is going after the best he can book, which includes the Walt Disney "Incredible Journey." More good news for the moppets is the presentation of Golden Gate Award winner, "Santa Claus." It is to be noted that this Colorscope feature, beamed at the very young, is booked only into 17 houses in Michigan. That Taylor's efforts are appreciated is indicated by Phil Ashton, Rochester Clarion, who reviewed "Santa" generously and concluded, "We recommend you get your children away from the tiny tube . . . and give them some full-



In conjunction with the showing of Columbia's "Under The Yum Yum Tree," Fox, Philadelphia, a contest was set with radio station WRCV with listeners asked to identify college tunes. Grand prize was a chestful of promoted costume jewelry. Shown, left to right, are, Norman Leebron, representing WRCV; Morell Minturn, representing Judy Lee Jewels; Marty Goldberg, manager of the theatre; grand prize winner Dorothy Harris, and Jim Evans, WRCV disc jockey.

scale entertainment at the Hills." Taylor uses Clark Theatre Service of Detroit to scour the market for the type of product he is trying to give the kids. . . . Producer Herman Cohen coasted in from the coast to confer with his partner, William G. Brown, and William M. Clark, who through his Clark Theatre Service buys and books for them. Cohen and Brown began together as ushers at the Fox. Today, Cohen is a producer and Brown operates the Fox. Recently, they acquired the lease on the Cinderella. . . . A new lessee, the Detroit Cinderella Corp., has taken over the Cinderella. Officers are William G. Brown, president, and producer Herman Cohen, vice-president. House seats 1,400 and will be on a second run policy, booked by Clark Theatre Service. The Cinderella was originally part of the United Detroit Circuit, but several years ago was taken over by Arundel Investment, real estate and oil operators, new to motion pictures.

## HOUSTON

A Christmas benefit show, including a film and live entertainment, was presented at the Fiesta. The entertainers included El Trio Continental, the group which sang for the late President Kennedy and Mrs. Kennedy when they were in Houston. A Spanish language film, "Mi Nino, Mi Cabello, y Yo," was shown prior to the stage show which will also include dancers and Spanish guitarists. The show is being sponsored by the United Benevolent Club, which is composed of LULAC councils and other Latin American groups. All proceeds will be used to supply Christmas baskets to the needy. Admission will be 75 cents for adults and a can of food, and 35 cents for children plus a can of food. . . . Clifton Webb, the Hollywood motion picture star, came here for a checkup on his recent operation. . . . C. E. Hillis, manager, Post Oak Drive-In, turned over all proceeds from his Monday night showing to the SOS (Save Our Shell) organization. The film was "Donovan's Reef." The proceeds will be used to stop the shell dredging that is ruining Trinity Bay for oysters and sportsmen. . . . Gen. James Stewart, who was recently here in behalf of his latest film, "Take Her, She's Mine," paid a return call, this time for a visit with NASA officials. . . . Rod and Tonie Browning were cast in the industrial film which was shot here by Jam Handy Motion Picture Co., of Detroit, for Sinclair. . . .



## FILM FAMILY ALBUM

### Obituaries

**Tom Barrow**, Ft. Walton, Fla., exhibitor, died after several weeks illness. He was in his forties. Surviving are his widow, a daughter, three grandchildren, and a sister.

**William Smith (Bill) Cunningham**, 60, publicist at MGM studios, died of a heart attack. He was a native of Lima, Ohio. Survivors include his wife and two sisters.

**Thomas W. Riley**, 54, died at Binghamton, N. Y., General Hospital. He is survived by his wife and three sons, one of whom, **Peter Riley**, is employed by Comerford Theatres at the Strand, Binghamton.

Loew's State will be the site for the world premiere showing of "Brass Bottle," a new Universal release. Tony Randall and Burl Ives, stars of the film, will probably be here for the premiere on Feb. 12. . . . The east screen of the King Center Drive-In offered five horror hits as its Friday, the 13th offering. The drive-in announced four of the films and said the fifth was a special "surprise" feature. . . . The Hamlet cabaret-cinema will offer a program of experimental films, among them Stan Brakhage's "Desist-film," Edward Bland's "The Cry of Jazz," Stan Vanderbeck's "A La Mode," J. W. Horne's "Big Business," and a version of Poe's "The Tell Tale Heart."

## JACKSONVILLE

Bender A. "Dock" Cawthon, Florida Theatre projectionist who has collected more than 150,000 feet of 16 and 35mm motion picture films dating from the early 1900's, entertained an annual gathering of 26 cultural groups included in the Jacksonville Council of the Arts with two historical sequences. One pictured a local downtown parade in 1914 as a total of 48,000 Confederate veterans of the Civil War marched through the downtown area during a national reunion held here. The other was a comedy made in this city during 1916 when Jacksonville was an early motion picture production center. Dock also has a valuable collection of historic motion picture projection equipment. . . . Charley King, local AIP manager; Leon Blender, AIP executive from Hollywood; Jimmy Bello, AIP executive from Atlanta; and Martha Pryor, AIP publicist, were hosts to a large gathering of exhibitors at an invitational screening of "Comedy of Terrors" in the Studio Theatre and at an evening cocktail party in the ballroom of the Roosevelt Hotel. Assisting them were Al Swaboda, AIP salesman, and Leonard Adams, AIP booker, both of this city. Special guests of the AIPers were Judge May and Bill Means, amusement editors of the Florida Times-Union and Jacksonville Journal. Out-of-towners in the group included George Rosser, Martin Theatres, Atlanta; and Herb Roller, Grove Theatre, Lakeland. . . . L. E. Milton has acquired the Raymond, Frostproof, from Mrs. F. C. Thompson, the former owner. . . . Earl Turbyfill of this city is now booking for the No. 1 Drive-In, Daytona Beach. . . . The local WOMPI group has notified Foster Parents, Inc., that they wish to pay for the adoption of a five-year-old Korean orphan girl. The child, who will remain in Korea, will have



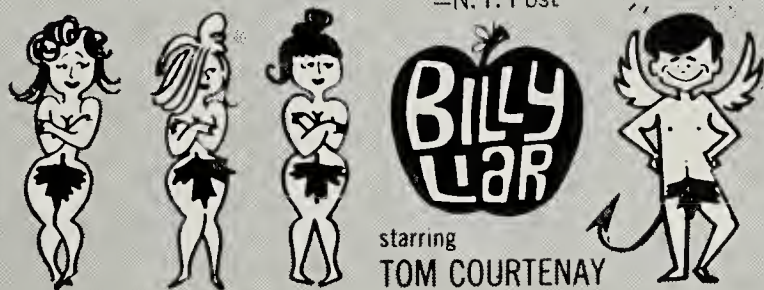
A SYMBOL OF EXCELLENCE IN MOTION PICTURE ENTERTAINMENT

**WALTER READE**



**STERLING INC.**

"A MOVIE GEM! Able to compete on any  
10 Best List of the world this year!"  
—N. Y. Post



starring  
**TOM COURTENAY**

"DELIGHTFUL SPOOF!"  
—N. Y. World Telegram

**\$Ladies who do\$**  
are much more fun than Ladies who don't!

ROBERT MORLEY • PEGGY MOUNT • HARRY H. CORBETT  
Produced by GEORGE BROWN/Directed by C. M. PENNINGTON-RICHARDS



From Rome came a salesman gregarious,  
to Sweden for seductions nefarious.  
The girls were so fair,  
and some of them b...,  
and what happened is downright hilarious!



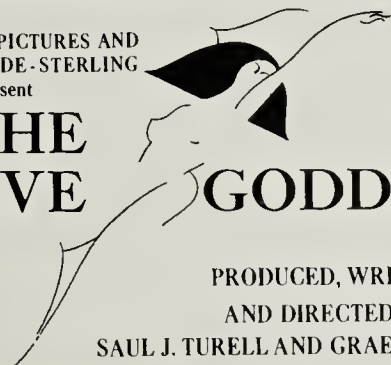
**"To Bed... or not to Bed"**

Directed by GIAN LUIGI POLIDORO • Produced by DINO DE LAURENTIIS

PARAMOUNT PICTURES AND  
WALTER READE-STERLING  
Present

**THE LOVE GODDESSES**

PRODUCED, WRITTEN  
AND DIRECTED BY  
SAUL J. TURELL AND GRAEME FERGUSON



"ONE OF THE BEST DETECTIVE THRILLINGS  
EVER FILMED! MUST BE SEEN! BRAVO!"  
—N. Y. Times

**TOSHIRO  
MIFUNE**  
in **AKIRA  
KUROSAWA'S**

and

with  
Kyoko Kagawa  
Tatsuya Nakadai  
Tsutomu Yamazaki



**JAMES WHITMORE**  
IN

**"BLACK LIKE ME"**

The true story of a white man  
who dyed his skin to travel  
through the South as a Negro.

SPECIAL ATTRACTION IN BREATHTAKING COLOR

**Mediterranean  
Holiday**

Your host  
and narrator  
**BURL IVES**



RELEASED BY

**CONTINENTAL DISTRIBUTING DIVISION**

OF THE

**WALTER READE-STERLING GROUP**

241 East 34th Street, New York 16, N. Y. • MUrray Hill 3-6300



her monthly living expenses paid out of the WOMPI treasury. . . . An early and joyous Christmas party and luncheon were held for Florida State Theatres home office workers, warehouse staff, and theatre managers at the Studio Theatre. Other invited guests included all Film Row branch managers. . . . A large group of handicapped children were kings and queens for the day as WOMPI members gave them a wonderful Christmas party in the Studio Theatre. The children were treated to individual presents, refreshments, the singing of carols, games, and the whole party was topped off with a fine program of screen entertainment. . . . A second WOMPI Christmas party was given for residents of the Catholic All Saints Home for the Aged. . . . The Motion Picture Charity Club of this city staged its second annual all-day golf tournament at the Jacksonville Beach Golf Club under the general chairmanship of Carl Floyd, Leesburg, head of the Floyd Theatres circuit. Co-chairmen were Fred Mathis, Paramount manager, and Jennings Easley, MGM office manager. Following the tournament, Manuel Pope hosted a cocktail party and banquet for his MPCC guests at the Fisherman's Net Restaurant, with Fred Mathis serving as master of ceremonies. More than \$1,000 worth of sporting equipment and cash prizes were awarded to golf contestants at the banquet. Top prize winner was Charley Turner, MGM salesman. Other major prizes went to Henry Harrell, 20th-Fox manager; Bob Capps, MGM manager; Mike Seravo, Warner salesman; Bob Bowers, Allied Artists manager; and Ernie Pellegrin, Columbia office manager.

## LOS ANGELES

Vic Bugliosi, assistant manager, Fox Wilshire, and formerly night manager at the Hollywood, has been promoted to manager of the Fairfax, it is announced by Bob Smith, Los Angeles first-run district manager for Fox West Coast Theatres.

## MEMPHIS

The Studio, recently closed by the Art Guild Circuit after censorship troubles, has reopened under the management of Tommy Stewart. He subleased the house from the Art Guild Circuit, and announces a family film policy. . . . Treece Theatre, Marshall, Ark., was destroyed by fire. . . . Arkansas closings include Swifton, Swifton; Malvern Drive-In, Malvern; Ark-Air Drive-In, Clarksville; and Rivervue Drive-In, Morrilton. Starlite Drive-In, Henderson, Ky., has closed, as has Midway Drive-In, Camden, Tenn., and Twilite Drive-In, Bruce, Miss. . . . Three Memphis attorneys debated "Censorship of Movies in Memphis" at a meeting of Memphis State University Public Affairs Forum at Southwestern's Adult Education Center. Arthur Shea, Jr., assistant city attorney, argued in favor of censorship. Another attorney countered, and the third attorney served as moderator. A spirited questioning session followed. Movie censorship has been a very controversial subject in Memphis. . . . Madison, a longtime house in a former residential neighborhood now turning commercial, is dark. The management graciously used an advertisement in the Sunday newspaper to "thank our many friends in Memphis for their patronage throughout the years." . . . Connie Richards, Commercial Appeal amusements editor, endeared herself further to the Memphis movie community when she made a Christmas gift suggestion in her column. She suggested: "How about tickets? Movie theatres will fix you up a gift pass



MGM publicist Morrie "Dynamo" Steinman recently received a "Christmas Bell Award" from the Salvation Army in Houston, Texas, for helping them raise funds. He is seen with Homer McCallum, manager, Loew's Houston, and Salvation Army Captain Bill Camp.

book, for instance, and will further accommodate the recipient by offering some excellent Christmas holiday movies." . . . Instead of a meeting, members of Memphis Better Films Council had a gala Christmas event on Dec. 4 at Brooks Art Gallery. Mrs. Carl Heyer, party chairman, presented a program of accordion music, Spanish dances, and songs from Pagliacci. The event ended with performers and guests singing Christmas carols.

## NEW HAVEN-HARTFORD

Robert C. Potenziani, formerly with Loew's Theatres, Inc., in New Haven, has been promoted to Bridgeport Conn., city manager, supervising the Poli and Majestic, succeeding Alfred L. Domian, who has resigned after a 35-year affiliation with the theatre circuit. . . . The long-anticipated Connecticut premiere of 20th-Fox's "Cleopatra" will be held Christmas Day at the Bailey Theatres' deluxe Whalley, New Haven. Picture will be playing at a \$3 top. Harry Weiss, Fox field exploitation force, has been working with Maurice Bailey, circuit president, and Franklin E. Ferguson, general manager, on advance promotion. . . . Bill Elder, northeastern division manager for Lowe's Theatres, came in from New York for business meetings with Sid Kleper, Loew's College, New Haven; Mrs. Ruth Colvin, Loew's Poli; and Lou Cohen, Loew's Palace, Hartford. . . . Chester L. Stoddard, president of New England Theatres Inc. (AB-PT regional affiliate), met with James Darby, Paramount, New Haven, and Ray McNamara, Allyn, Hartford. . . . Norman Pader, MGM eastern exploitation staff, was in Hartford on one of his rare visits, beating the drums for Christmas Day Connecticut premiere of "The Prize," working with partners Morris Keppner and Barney Tarantul, deluxe Burnside. Other Christmas Hartford attractions include Universal's "Charade," Loew's Poli; 20th-Fox's "Move Over, Darling," Loew's Palace; Paramount's "Who's Minding the Store?" Allyn; and Warners' "Four for Texas," SW Strand. . . . Continental's "Mediterranean Holiday" will have its Connecticut premiere Jan. 16 at the SW Strand, Hartford. . . . Smith Management Company's Alfred Alperin Meadows Drive-In, Hartford, is advertising new admission of \$1, as compared to summertime top of \$1.25. . . . SW has named William W. Shepard as manager, College, Storrs, succeeding John Scanlon, III, now Danbury, Conn., city manager (Palace and Empress). William Decker, formerly Danbury chief, is now at the Strand, Hartford, with Gerald Bouchard going from Hartford to the Garde,

New London, succeeding John Fournier, who has left the circuit.

## NEW ORLEANS

Gulf States Theatres executives, home office staffers, theatre managers and wives attended the company's annual Christmas party at the Fernwood Country Club, McComb, Miss. . . . Ruth Reites, NTS bookkeeper, and her husband are looking forward to the holiday visit of son, Bill, his wife and their four children. . . . Mrs. Nell Renfro will close the Ren Drive-In, McComb, Miss., on Dec. 28 until spring. . . . Irma Rogers, Paramount booker, and E. Reidy were recently married. . . . Law Andrews, manager, Don Kay's Buck, Biloxi, was advised by his doctor to slow down a bit in his heavy schedule of activities. . . . Theatre Owners Service Company has taken over the buying and booking for the Ritz, Monroe, La. . . . Local WOMPIs entertained the Ladies of St. Anna's Home at a Christmas party. . . . Larry Lee is the new student assistant manager at Loew's State. . . . A Christmas party for employees of Mr. and Mrs. L. C. Montgomery's Joy was held at the Knights of Columbus DeLasalles Hall. . . . Mrs. Eve Vignolles, former back room employee at 20th-Fox exchange, who retired a year ago after 25 years service, died after suffering a heart attack.

## PHILADELPHIA

Samuel and Merton Shapiro are readying the opening of their two latest theatres—the Eric in the Fairless Hills Shopping Center and the White Horse Pike Drive-In, outside of Camden, N. J. The Eric is named after Merton's son and Sam's grandson. . . . A 1400-seat theatre to cost close to \$400,000 will be built early in 1964 in the Parkwood Manor Shopping Center at Academy and Byberry Roads in the Northeast to be operated by the Robert Theatre Corporation. . . . Norman and Frank Beckett, remembered from Ye Corner Cigar Store at 13th and Vine Streets, were held up at their Third and Vine Streets store. . . . Bill Humphries, Lewistown, Pa., was recuperating in the Shore Memorial Hospital, Somers Point, N. J., and would like to hear from his friends. . . . Architect David Supowitz was very sick in Einstein Medical Center Hospital, Northern Division. . . . At the regular annual meeting of the Motion Picture Associates of Philadelphia, Mort Magill, division manager, Buena Vista, was named president; Don Hicks, branch manager, Paramount, vice president; William Doyle, formerly with United Artists, treasurer; and John Kane, Paramount, secretary. Elected to the board of directors were Edward C. Adleman, Stanley Adleman, George Beattie, Al Davis, Sid Eckman, Joe Engel, Jack Greenberg, Dave Law, Jerry Levy, Carl Reardon, Dave Supowitz, and Milt Young. Levy and Reardon, as past presidents, are automatically members of the board.

## ST. LOUIS

Arthur Enterprises is preparing to break ground for a new drive-in on highway 270 and West Florissant road. The contractor for the drive-in is Jones-Kessner Co., and the architect is Fred Sternberg who designed the Barclay House. Arthur has three other drive-ins in the planning stages. . . . Arthur LaPlant, with Columbia and on Film Row for many years, died this past Saturday. He had been retired since January, 1958. . . . Jimmy Nestolo, who used to operate the Boxoffice Lounge on Film Row, died recently. . . . Most area drive-ins are down to weekends. . . . George Cohn and Jim James report they did very well as Old Newsboys in the Film Row area. . . .



# SEVEN DAYS IN MAY



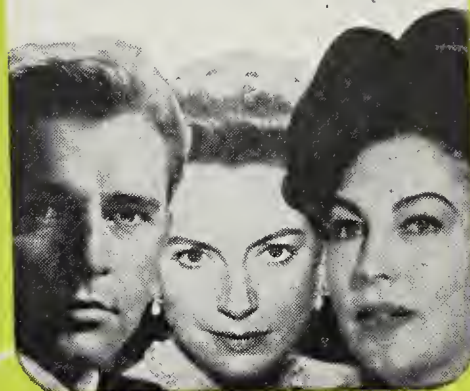
# OF HUMAN BONDAGE



# RAMPAGE



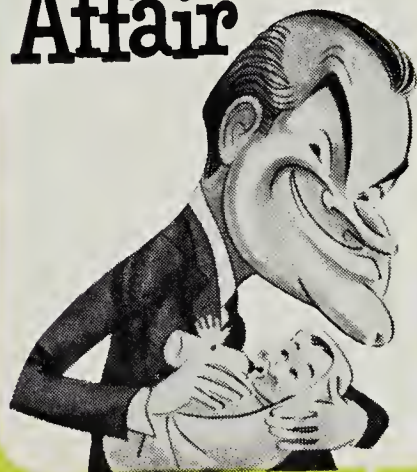
# THE NIGHT OF THE IGUANA



# TAMAHINE



# A Global Affair



# the small world of Sammy Lee



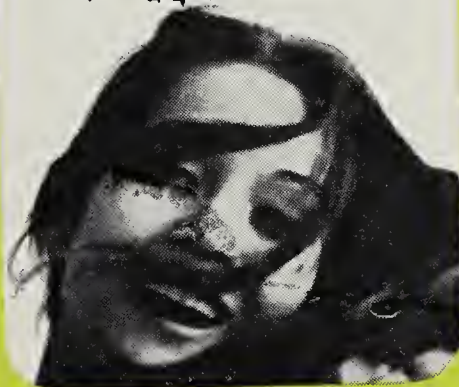
# in Sunday New York



# A Boy Ten Feet Tall



# The WILD Affair



# Love Cage



# SEVEN ARTS PRODUCTIONS



NEW YORK • BEVERLY HILLS  
LONDON • PARIS • TORONTO

... and also  
coming from  
Seven Arts

NO STRINGS

NEVER PUT IT IN WRITING

THE MAN WHO WOULD BE KING

DECLINE AND FALL

OH DAD, POOR DAD, MAMA'S HUNG YOU  
IN THE CLOSET AND I'M FEELING SO SAD

A CANDLE FOR ST. JUDE

THE HOSTAGE

THIS PROPERTY IS CONDEMNED

REFLECTIONS IN A GOLDEN EYE

CONSPIRACY OF SILENCE

THE LONELY PASSION OF JUDITH HEARNE

MAMATAYAN

KOWLOON

ASSAULT ON THE QUEEN

NIGHTMARE

and many more great attractions



Carl Smiley, formerly of San Francisco, is a new salesman at United Artists. . . . At the NITO meeting, Ron Krueger, Wehrenberg Circuit, reported on the recent TOA convention. It was decided to hold an installation Frank Plumlee, Farmington: Retiring president luncheon in January for incoming president is Wesley Bloomer, Belleville.

## SAN ANTONIO

For the 14th year, the San Antonio Junior Chamber of Commerce members were hosts to local orphans at a theatre party held at the Broadway. Each of the orphans was presented a bag of pop corn and a Pepsi Cola free as they entered the theatre. Later, the orphans will be given at least \$5 by the Jaycees for a Christmas shopping spree. . . . Services were held here for Oliver Bernard Thomas, Sr., 63, former manager of the State for 25 years. The State was recently razed for a parking lot. Survivors include his wife, a son, brother, sister, and two grandchildren. . . . Maurice Braha, general manager, Jack Cane Corp., operators of the Alameda, ace downtown Spanish language show house, has announced that he has booked composer Agustin Lara, one of Mexico's greatest, for a week-long engagement at the Alameda opening Jan. 13. . . . Hollywood producer-director William Castle met with local theatre men at the Menger Hotel for a luncheon during his visit to discuss his new psychological horror thriller, "Straight Jacket," with Joan Crawford. . . . The Woodlawn in conjunction with the San Antonio Light is sponsoring a five part quiz. The local contest is being held in connection with Metro-Goldwyn-Mayer's "The Prize," which opens on Christmas Day at the Woodlawn. Each day for a week a question will be asked about an American who received the Nobel Prize. These will be judged and the top winner will receive \$50, with 10 runnersup each receiving two guest tickets to the Woodlawn. . . . Jorge Caballero, star of the current attraction at the Alameda, "Milagros de San Martin De Porres," is appearing on the stage. This is his first visit to Texas. In addition, Caballero will appear in the lobby of the Alameda and present autographed photos of himself. . . . A telephone answering service to provide ratings on movies being shown in the city is sponsored by the San Antonio Motion Picture Advisory and Reviewing Board. The messages are all tape recorded and concern those films being shown at downtown and neighborhood theatres. According to Ralph Langley, president of the group, the board represents the religious, civic, and educational facets of the community. Approved sources for the board's film classifications are the PTA Magazine, the Texas Motion Picture Review, The Legion of Decency, Parents' Magazine, and the Protestants' Motion Picture Council's Review. . . . Jim Williams, operator of the Rio, Buffalo, Tex., has completed a renovation project. This included new poster frames, painting of the theatre front, lobby and snack bar, adding a new four drink machine, and an ice maker. . . . John Paxton, city manager for Interstate Theatres in El Paso, awarded passes to the State, Palace, Plaza, and Pershing to the persons guessing the first time that freezing weather would strike there. . . . E. F. Ray has dissolved his partnership with L. A. Noret in the El Ray, formerly the XIT Drive-In, at Hale Center, Tex. Noret will assume full control of the El Ray and will change the name to the Bozo. He also operates the Skyvue Drive-In at Lemesa, and Ray operates the El Ray at Amherst, Tex.



William Kanefsky, manager, Walter Reade's Community, Barclay Farm, N. J., recently conducted a promotion for Columbia's "Under The Yum Yum Tree" with students of Rutgers University whereby they selected a "Yum Yum" Queen. Barbara Dunn, a freshman at the school, the winner, is seen being presented with a gold key heart as a token of her new-found royalty.

## SEATTLE

Carl Handsaker, 20th-Fox branch manager, attended a western division sales meeting in Los Angeles last week. . . . Kenneth Snyder, MGM office manager, was at the Portland office working on revising the accounting system. . . . Clyde Dunn, of the Liberty and Dickon Theatres, was on the Row. . . . Foreign films to be included in the Ridgemont Theatre's winter film series include: "Nights of Cabiria," "Long Day's Journey Into Night," "L'Avventura," "Sundays and Cybelle," "Boccaccio 70," and "Jules and Jim." . . . Jack J. Engerman of Northwest Releasing reported from New York that "The Boys From Syracuse" will replace "A Funny Thing Happened on the Way to the Forum" in the 1963-64 series. "Forum" has not been canceled, but their Seattle engagement has been delayed because engagements along the way have been extended. . . . "The Sword and the Stone" (Buena Vista) is opening Christmas Day at the Paramount.

## WASHINGTON

The Wineland Theatres recently opened the Marlow located in the Marlow Heights Shopping Center, Prince George's County, Maryland. . . . "Uncle Dave" Ginsburg, publicity director for Sidney Lust Theatres, has been "busting out" into the limelight of late. Dave was recently honored by the Rotary Club of College Park, Md., which awarded him its annual Distinguished Citizen and Civic



Among those present at American International's sneak preview of "The Comedy Of Terrors" at RKO's 86th Street Theatre, New York City, were, left to right, Robert R. Deitch, booker, General Drive-In Theatres; AIP president James H. Nicholson; and AIP vice-president in charge of sales and distribution Leon Blender.

## Iselin Theatres Plans Two Florida Theatres

ALBANY, N. Y.—Iselin Theatres will start construction Feb. 1 of two 800-seat houses in Gainesville, Fla., and south of Sarasota, Fla., at a cost of about \$300,000 each.

The company presently operates the Gainesville Drive-In, Gainesville (home of University of Florida); Trail Drive-In, Sarasota; and Suburban Drive-In, Bradenton, in the Sunshine State. These three properties have been acquired within past 24 months.

Iselin Theatres, whose offices are located in Albany, also conducts the Turnpike Drive-In, Westmere, N. Y.; Auto-Vision, East Greenbush (across the Hudson River); Super 50, largest-car, area-wide, on Schenectady-Ballston Road; and 9-G outside Poughkeepsie.

President Alan V. Iselin announced that the new theatres, with parking facilities for 700 automobiles, will be equipped to project every type of film presentation. This includes 70mm, single-projector Cinerama. Both theatres will feature completely transistorized stereophonic sound, containing 14 speakers in the auditoria.

A second-floor, glass-enclosed room, for private theatre parties, will be available in each house. Opening date is slated for Aug. 1, 1964.

## Esbin Assists Schneider

NEW YORK—Jerry Esbin has been named an administrative assistant to Columbia Pictures president A. Schneider.

Esbin, who joined the company in 1948, has served in the sales accounting and domestic and foreign exchange departments, as well as in various administrative posts.

Leader award for his numerous civic and charitable activities in Prince George's County, Md., during the past 30 years. In addition, Dave and his canine protege, "Rusty," appeared on the "Woman's World" television program over WMAL-TV, channel 7, Washington. Dave related some of his experiences in training dogs for the stage, his favorite hobby, after which "Rusty" exhibited a few of his tricks for the tv audience. The pair have given hundreds of performances for handicapped children and at scores of fund raising events for churches, synagogues schools and other organizations in the Washington metropolitan area during the past 11 years. . . . Christmas bills this year will have their strongest comedy accent in many a Yuletide. Of the six major films arriving, four of them are comedies. RKO Keith's will open "Kings of the Sun"; Metropolitan and Ambassador will open "Four for Texas." "Lord of the Flies" will play the Playhouse. "Tom Jones," hailed everywhere as a major comedy, will open at the Ontario. The Embassy opens with "The Prize." The Town will present "Charade." Dupont will present James Agee's "All The Way Home." "How The West Was Won" continues at Warner's Uptown, while "Cleopatra" stays at the Warner. . . . Sheldon Tromberg, president of Box-office Attractions, Inc., regional independent distributor, has announced plans to move the company's head office into larger quarters in the Warner Building, Washington. In addition, it was announced that Ben Braudie was hired as Virginia state sales representative, and Muriel Jones as head of the billing and theatre checking departments for the company's D. C. and Philadelphia offices.



# ONCE AGAIN . . . TOHO'S BRILLIANT MOVIE SPECTACLES:

We present with pride our most spectacular film masterpieces. We are confident that you will have full enjoyment in a new world of entertainment.

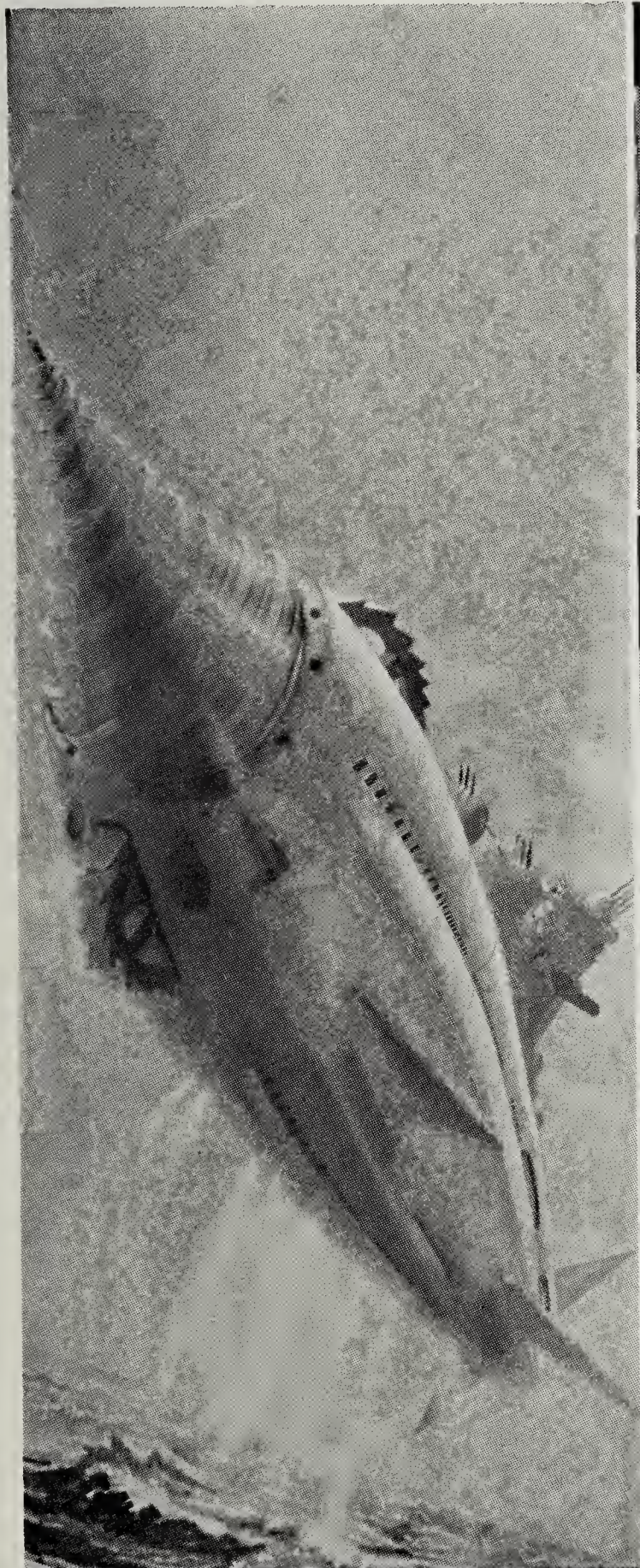
*M. Shimizu*



**Toho Company, Limited** Tokyo, Japan

M. Shimizu, President, Toho Co., Ltd.

TOHO THEATERS IN U.S.A. TOHO CINEMA New York • LA BREA THEATER Los Angeles • TOHO THEATER Honolulu, Hawaii



**ATORAGON - Flying Supersub -**  
Toho's science-fiction film spectacle  
Exciting scientific war film on a super scale—

**AKIRA KUROSAWA'S "HIGH AND LOW"**  
Starring TOSHIRO MIFUNE: Filled with thrills and suspense in man's sense of right and wrong—



**SAMURAI PIRATE**  
Starring TOSHIRO MIFUNE  
Thrilling, swashbuckling piracy of the Samurai  
in the 16th century—



**SIEGE OF FORT BISMARCK**  
A dramatic account of Japan's action in World War I—



**MATANGO**  
A terrifying growth which transforms men into  
a bizarre fungus—



# NEWS FLASHES ON "SOLDIER!"

GIGANTIC NEW YORK AREA CHRISTMAS MULTIPLE HOLDS  
HOT PACE SET IN BROADWAY PREMIERE ENGAGEMENT!

SENSATIONAL SNEAK PREVIEW AT CHICAGO THEATRE  
DRAWS RAVES FROM AUDIENCE! PREVIEW CARDS 97%  
EXCELLENT! ASK THE EXHIBITORS WHO WERE THERE!

"SOLDIER" SET TO BREAK LOOSE IN JANUARY IN ACE  
HOUSES IN BOSTON, SAN FRANCISCO, DALLAS, HOUSTON  
AND SALT LAKE WITH SATURATIONS SET TO FOLLOW!



ALLIED ARTISTS  
Presents

JACK GLEASON AND STEVE MCQUEEN

A BLAKE EDWARDS PRODUCTION

**Soldier in the Rain**

Tuesday Weld • Tony Bill • Tom Poston • Ed Nelson

MUSIC—  
HENRY MANCINI

Produced by MARTIN JUROW • Directed by RALPH NELSON  
Screenplay by MAURICE RICHLIN and BLAKE EDWARDS



# WHITHER BRITAIN?

Export or die. That is the prospect facing British producers. With the battle for the leisure pound, a picture has to be a real attraction to succeed. The Chemistry must be right . . .

By Jock MacGregor

■ While "From Russia With Love" is taking more money on ordinary release than any picture before, and other features have grossed wonderfully, probably more features than ever have come unstuck during '63. Success has meant extended runs for some, and these have further weighed against their weaker brethren.

The cinema may remain the cheapest form of entertainment here, but the public reveals little interest in any movie in the least reminiscent of a tv offering.

With not enough British and imported product for three outlets and too much for two, producers must be resigned to wait for a release date. However, there is no reason why they should not go all-out to sell and show abroad when prints are available instead of waiting for London openings. By this means, return of investment could be considerably speeded.

Some still seem to think that they can make whatever pleases them personally and that British exhibitors should be forced to drop everything to show them.

Currently, the economy of the industry would appear to depend on the production of four categories of films: the 70mm epic, the international, the gimmick, and the purely domestic. The gimmick has two sub-sections—the stunt horror offering and the class picture, such as "The Servant." There are big markets overseas for these when they are properly exploited. Today, the most tricky are the domestic, for if they do not succeed here, there is little chance of recouping elsewhere.

In consequence, the producer, when he believes a subject will make a film, must decide into which category it will go and when, where, and how it will be released. He must estimate the potentials and budget accordingly. Currently, he cannot afford to gamble. He must be sure of his minimum market. The sleeper has become a rarity, and generally, where one has appeared, it has made more for the astute exhibitor who spotted it than the producer. They rarely get circuit releases. Notable exceptions in '63 were Associated British-Elstree's "Sparrows Can't Sing" and Rank's "Fast Lady," both of which considerably exceeded expectations.

Failure to study and recognize market requirements has brought about what is considered a trade situation by some

(Continued)



Daniela Bianchi and Sean Connery in "From Russia With Love."



Kenneth Williams, Donald Houston, Juliet Mills, and Percy Herbert in "Carry On Jack."



Ronnie Fraser, Barbara Windsor and Bernard Cribbins in "Crooks In Cloisters."



**YOU SHOULD READ THIS ADVERTISEMENT**  
 -it has the rich, warm glow of success!

ASSOCIATED BRITISH-

**PATHE**  
 PROUDLY  
 PRESENT  
 FOR  
**1964...**

JUST  
 COMPLETED

**FRENCH  
 DRESSING**

JAMES BOOTH  
 ROY KINNEAR  
 MARISA MELL

**What a Crazy  
 World**

JOE BROWN  
 SUSAN MAUGHAN  
 MARTY WILDE

**CROOKS in CLOISTERS**

RONALD FRASER · BARBARA WINDSOR · BERNARD CRIBBINS

IN PRODUCTION

**The BARGE**

HARRY H. CORBETT  
 HUGH GRIFFITH  
 ERIC SYKES

**WONDERFUL  
 LIFE**

CLIFF RICHARD'S GREATEST!

ALREADY SOLD  
 TO U.S.A.  
 AND CANADA

**WEST 11**

ALFRED LYNCH · KATHLEEN BRECK  
 ERIC PORTMAN · DIANA DORS

**The WORLD  
 TEN TIMES  
 OVER**

SYLVIA SYMS · EDWARD JUDD  
 JUNE RITCHIE

**THE CRACKSMAN**

CHARLIE DRAKE  
 GEORGE SANDERS  
 DENNIS PRICE · NYREE DAWN PORTER

**TV**

**THE  
 AVENGERS**

**THE SERVANT**

DIRK BOGARDE · SARAH MILES  
 WENDY CRAIG and introducing JAMES FOX  
 THE SENSATION OF THE NEW YORK FILM FESTIVAL

**OUT OF THIS WORLD**

MANY MORE OUTSTANDING  
 SERIES AVAILABLE

**ASSOCIATED BRITISH  
 PLAN INTERNATIONALLY,  
 PRODUCE INTERNATIONALLY**



**ASSOCIATED BRITISH-PATHE LTD.**  
 2-4 DEAN STREET, LONDON, W.1. ENGLAND  
 Telephone: GERRARD 0444 Cables: PATHIREMA London





JAMES CARRERAS  
ANTHONY HINDS • BRIAN LAWRENCE

*Wish*  
“THE MOTION PICTURE EXHIBITOR”  
IT’S EDITOR and STAFF

*A Happy Birthday . . . and  
Many, Many, More to Come!*



COMPLETED  
FOR UNIVERSAL—INTERNATIONAL  
THE EVIL  
OF FRANKENSTEIN

●  
NOW IN PRODUCTION FOR  
COLUMBIA

“THE GORGON”



# WHITHER BRITAIN?

(Continued)

## A Recession In The Making?

and a crisis by others. While many producers flourish, some have found their sources of finance severely restricted. There are screams for a square deal for the independent producer, but there is question as to what an independent producer is. Many like Carl Foreman, Sam Spiegel, Jim Carreras, Peter Rogers, Charles H. Schneer, Irving Allen, Cubby Broccoli and Harry Saltzman, and the Woolf Brothers are as independent as they come. There is no depression where they are concerned, and they are no doubt deeply embarrassed by much of the propaganda that has been inspired.

There is going to be a recession in the studios during the beginning of '64. There is a strong suspicion that the back to Hollywood move is becoming effective, and there are more than 60 British first features either being shot or readied for presentation. These include many important international productions for the major distributors. Foreman, Spiegel, and Broccoli and Saltzman, while basking in the enormous successes of "The Victors," "Lawrence," and "Russia With Love" respectively, are working on new projects, the most advanced of which would appear to be the last mentioned team's "Goldfinger," their third adventure with James Bond.

Charles H. Schneer, whose latest release, "Jason and the



Alfred Lynch and Kathleen Breck in "West 11."

Argonauts," has been among the year's top winners, has finished shooting "First Man in the Moon," in Panavision and color, and is working on the Dynamation process for this Columbia release, which stars Martha Hyer, Lionel Jeffries, and Edward Judd.

Showing not the least sign of depression is Jim Carreras, whose Hammer Films keep mixing it for the shock addicts. Editing are "Devil Ship Pirates" and "Evil of Frankenstein." Columbia will distribute the former and Universal the latter. Shooting for Columbia is "The Gorgon," which concerns allegedly the most horrible and frightening female ever.

Peter Rogers certainly shows no signs of depression. On the contrary, he has sponsored a second unit headed by Jack Hanbury, who has produced "This is My Street" with up-and-coming June Ritchie and Ian Hendry. He himself has been making "Carry on Jack," a color adventure comedy with the celebrated team plus some additions aboard a frigate of old.

MGM British Studios have been working at full pressure on their own productions, let-outs, and tv series and pilots. Heading their own efforts is a modernized remake of the famous Emlyn Williams chiller, "Night Must Fall," with

(Continued)



Peter Cushing in scene from "The Evil Of Frankenstein."



Christopher Lee in "Devil Ship Pirates."





**JUST**

*to wish you a Happy New Year  
and*

NIGHT MUST FALL  
CHILDREN OF THE DAMNED  
MURDER MOST FOUL  
A SHOT IN THE DARK  
JOURNEY'S END  
ABC MURDERS  
THEY DO IT WITH MIRRORS  
LADY CHATTERLEY'S LOVER  
BLEAK HOUSE  
A LIKELY STORY  
STRANGE LADY  
YOUNG CASSIDY  
ESPIONAGE (TV)  
DANGER MAN (TV)

AND

**THE YELLOW ROLLS - ROYCE**

*from all of us at*

**M-G-M BRITISH**

(THE VIP's STUDIO)



# WHITHER BRITAIN?

(Continued)

Albert Finney, who after his "Tom Jones" and Broadway triumphs provides an important selling angle. Shooting has been completed in the third Agatha Christie mystery comedy, "Murder Most Foul," in which Margaret Rutherford again plays Miss Marple. In the cutting rooms are Laurence Bachman's followup to his highly successful science fiction chiller, "Village of the Damned," "Children of the Damned," and Andrew Stone's "Never Put It In Writing," with Pat Boone.

Ross Hunter's "The Chalk Garden," with Deborah Kerr and Hayley Mills, was shot there for Universal release. Much in evidence there nowadays are the Mirisch brothers. In the backrooms being finalized is "633 Squadron," with Cliff Robertson, George Chakiris, and Maria Perschy. Shooting will run well into the New Year on Peter Sellers' "A Shot in the Dark," in which he will be assisted by Elke Somner and George Sanders. Already, the studio buzz is one of enthusiasm. Blake Edwards is directing and producing. Both pictures are for UA release. Being readied for this company are also "Woman of Straw," with Gina Lollobrigida and Sean Connery; "Perang," starring William Holden; and Woodfall's much retitled "Take Love Easy," with Peter Finch and Rita Tushingham. Scheduled for a New Year start is "Mr. Moses," with Robert Mitchum.

At the Associated British Elstree studios, finishing touches are being put to "The Bargee," "French Dressing," and "Crooks in Cloisters," while a unit is on location in the Canary Islands for Cliff Richards' new color musical romp, "Wonderful World," which has already caused a big stir in the press. Shooting is the American International-Anglo Amalgamated joint Panavision excursion into Edgar Allan Poe horror, "Masque of the Red Death." Vincent Price and Hazel Court star under Roger Corman's direction.

Currently being readied there for release through 20th Century-Fox are two independent pictures, Pennebaker's "Man in the Middle," which Walter Seltzer produced and Guy Hamilton directed, with Robert Mitchum, France Nuyen, and Barry Sullivan, and Robert Joseph's "Third Secret," in which Stephen Boyd stars.

Back on to the British production scene in a big way has come Paramount with two top presentations. Hal Wallis has put the finishing touches to "Becket," which stars Richard Burton and Peter O'Toole. This is likely to be roadshow as a 70mm special. Peter Glenville directed. The other spectacular is "Zulu," which tells the epic story of the military stand at Rorke's Drift during the Zulu War. Shot by Cy Enfield and Stanley Baker, mainly on location in South Africa, it is being presented in association with Joseph Levene.

In addition to "First Man in the Moon," Columbia will be releasing Irving Allen's Viking spectacular, "The Long Ships," which stars Richard Widmark and Sidney Poitier, and was mainly shot on location in Yugoslavia. Jack Cardiff directed. Stanley Kubrick's "Dr. Strangelove," starring Peter Sellers,

(Continued)



Sidney James, Charles Hawtrey, and Amanda Barrie in "Carry On Cabbie."



Marisa Mell and James Booth in "French Dressing."



Donald Pleasence and Coral Brown in scene from "Doctor Crippen."



"CARRY ON CABBY"

"CARRY ON JACK"

"COME SPY WITH ME"

PETER ROGERS



# WHITHER BRITAIN?

(Continued)

will be premiered in January. In the cutting rooms are Philip Hazelton-Alexander Singer's "Psyche '59," with Curt Jurgens, Patricia Neal, and Samantha Eggar, and the Woolf Brothers' "The Pumpkin Eater," with Anne Baxter and Peter Finch. On location in Hong Kong and Cambodia is the biggest current production—Richard Brooks' "Lord Jim." Starring Peter O'Toole, it will have a long schedule.

Also extremely active around British studios has been Walt Disney. Shortly, he will be presenting "The Three Lives of Thomasina" and "Dr. Syn." Currently, he is shooting at Rank's Pinewood Studios, "The Moon-Spinners," his first adventure into the realm of suspense thrillers. James Neilson directs. Also shooting at Pinewood are Betty Box's "Hot Enough For June" and Val Guest's "The Beauty Jungle." "Seance on a Wet Afternoon" is in the cutting room.

Other important forthcoming British productions include George Brown's "Ladies Who Do," Kenneth Shipman's "The System," 7 Arts-Bryanston's "Wild Affair," and Lippert's "Horror of it All."

With such a lineup, it is ironic that there is a crisis, but it must be appreciated over-production, particularly of some questionable projects, has been a mitigating circumstance. In consequence, the overseas market must be regarded as all important.

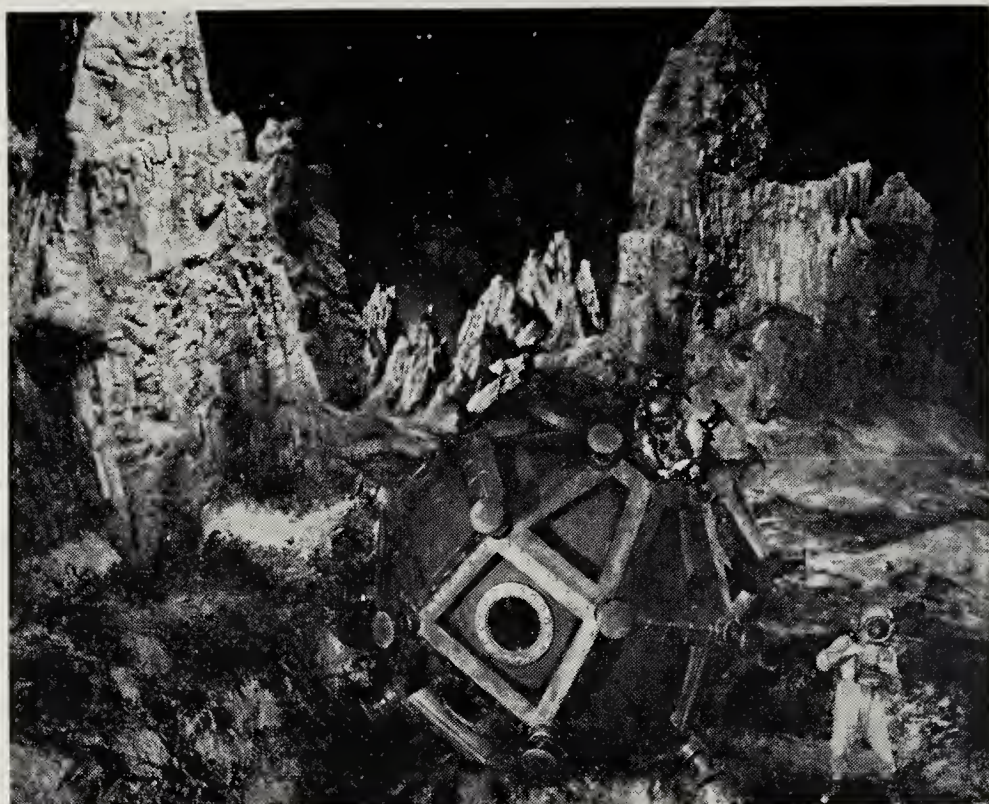
Overseas sales have been finalized for much of the product listed, but still too much goes before the cameras without any such releases being fixed. In many cases, the sponsors do little to promote films and somehow expect exhibitors to learn about them for themselves. More than ever, these earnings are essential, and will have to be aggressively sought in the face of growing competition from many countries which have joined the battle for the world's screens.

To stay in business, producers must watch trends, anticipate public taste, and study markets. They must stand on their own feet and use initiative or fail. Government intervention is no solution. It can force theatres to show films, but unless they are attractions, the exhibitor as well as the producer can suffer. There is absolutely no law that can make people pay to see what they do not want.

Better for those producers with the dog in the manger outlook to skip out of it and make what the public wants world-wide. They would not then have to attack others to draw attention away from themselves.

All producers should take advantage of the recession to study their story properties, analyze their potentials in view of current trends, and ruthlessly reject any which do not pass the test. It will cost money, but ultimately it will be an economy and help make way for a healthier and more stable industry.

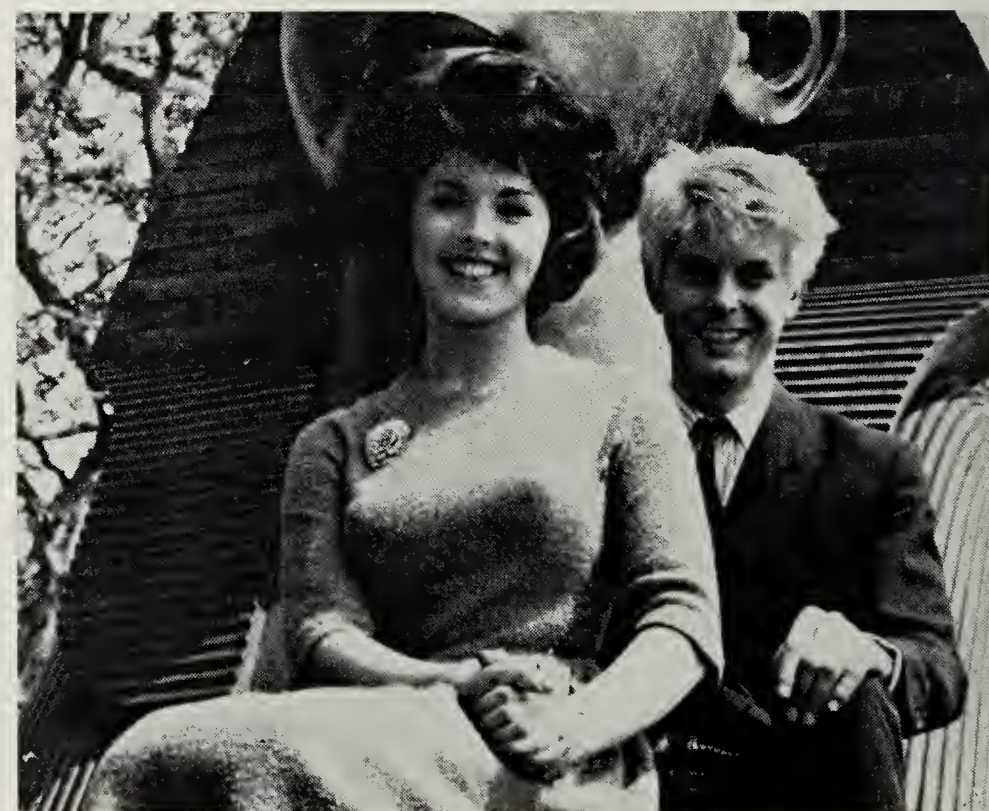
Really, there should be no depression in the British film industry. What there is has been self inflicted. (END)



Arnold Bedford and Lionel Jeffries as astronauts in "First Men On The Moon."



Harry H. Corbett and Ronnie Barker in "The Bargee."



Susan Maughan and Joe Brown in "What A Crazy World."



# The Look Ahead

1  
9  
6  
4

■ It's that time of the year again, when visions of sugar plums dance in the heads of children everywhere, and editors blow the dust off the crystal ball and try again.

What happened in 1963 history. What will happen in 1964 is a pot-pourri of hopes, fears, expectations, planning, and pure chance. We may not be any more skilled at the fine art of prognostication than the next man, but we do have the advantage of a publication with which to indulge our fantasies.

With the apologies out of the way, here is how 1964 looks from where we sit. If we had to pick a single word as likely to appear most in industry headlines during the 12 months to come, that word would be "television."

As 1963 comes to a close, the long, bitter battle against pay television in the home appears to be coming to some sort of climax in California. The successful delaying action which theatremen have been leading over since the danger first became apparent is still going on, with the final word likely to come from the public. One thing in this controversy is clear: thanks to the efforts of the exhibition industry, the general public is asking a lot of embarrassing questions whenever the pay-tv forces voice their elaborate claims about the benefits of this new medium. If pay television does become a reality on a sizeable scale, it will do so in the full glare of a spotlight focussed by theatremen everywhere.

This won't be the only context in which television will make headlines. Some exciting developments are taking place in the area of theatre television, which may well come into its own with a vengeance in 1964. In addition to the championship fights that have captured most of the theatre television action in recent years, a network has been formed by National General Corporation that envisions theatre television entertainment as a regular part of theatre programming. There is a great deal to be said for seeing a major sporting event or opera or play or special show on the theatre's giant screen in color and in the company of other human beings. There are attractions no living room and no home television screen can ever match.

So much for television. January is also a month for the reconvening of state legislatures everywhere, and 1964 is sure to see a good deal of legislative footwork on the censorship and classification front. Motion pictures make headlines. This is an axiom that is well known to every legislator, and there does not breathe a politician who is adverse to making headlines. In state after state, censorship and classification bills by the carload will be dropped into the hopper, with little regard to their constitutionality or enforceability. Currently, the favorite game of censorship minded legislators seems to be, "Let's pass the bill and let the courts worry about whether or not it makes sense." In many states, sanity prevails and such bills are allowed to die quiet deaths. In other states, they become law only to fall before the first court test. It's an expensive and unnecessary procedure, but you can bet 1964 will see it repeated over and over again.

Some day soon, some courageous judge is going to rule definitively on the broad question of pre-censorship, and the air will be cleared. There are plenty of laws to protect the public from the pornographer. The censor is little more than an excuse for parents who have willingly abdicated their responsibilities to their children.

Naturally, the new year will also see a restatement of many of the old problems. The buying and selling of films and the many headaches attendant to it will anger as many distributors and exhibitors in 1964 as in 1963 or 1962 or 1960. Innovations in play-off patterns and new clearances, area breaks, "Showcase" operations will be tested and retested, damned and praised to the skies.

Who is right and who is wrong? Like most such questions, this one probably has many answers, none of them simple. The gentlemen that seem to make the most sense realize that each situation should be judged on its own merits. The motion picture business is one that could use more of these gentlemen. Too often, company "B" apes company "A" and the result is chaos and confusion.

We could discuss many more subjects sure to come up in 1964. We could refer to the fact that newer features on free television will surely enrage additional exhibitors. We could mention that once again, some hair tonic or deodorant or tooth paste or automobile will sponsor the motion picture industry's proudest moment, the Academy Award presentations. However, this sort of talk makes us sad. Instead, we will turn now to the one subject sure to lift our spirits.

How about the films coming from various sources to the world's theatre screens in 1964? Check the pages of this issue for some of the highlights from the release schedules of companies here and abroad. It's a bumper crop guaranteed to rejuvenate the showman who would rather sell tickets than read headlines.

We feel better already. How about you?

The reader may think we are hedging rather than predicting. He is absolutely right. After all, for us too, the joy of 1964 is that it is a complete and wondrous mystery, a journey to an uncharted land. We wouldn't have it any other way.

Merry Christmas and a happy and prosperous New Year to all.



# PRODUCTION PREVIEW

## Warner Bros.



Audrey Hepburn in scene from "My Fair Lady."

AS INDUSTRY and public should know, 1964 will be the year of "My Fair Lady."

The high point of the year will be the world premiere of the most fabulous undertaking in Warner Bros. history, with the opening of "My Fair Lady" at the Criterion Theatre, New York, on Oct. 21, 1964. One week later, on Oct. 28, the west coast premiere will be held at the Egyptian, Hollywood.

"My Fair Lady," starring Audrey Hepburn and Rex Harrison, will be presented by Warner Bros. on a roadshow policy, with 10 performances weekly and extra showings in holiday weeks and in the summer months.

Jack L. Warner, president of Warner Bros. and producer of "My Fair Lady," estimates that the world gross will run to \$100,000,000 for the film, expected to be the greatest and most successful in the company's history.

Filmed in Technicolor and SuperPanavision 70, "My Fair Lady" was directed by George Cukor from a screenplay by Alan Jay Lerner, who created the original stage hit with Frederick Loewe. Co-starring in the film are Stanley Holloway, Gladys Cooper, Wilfred Hyde-white, Jeremy Brett, and Theodore Bikel.

While the opening of "My Fair Lady" will be the year's stand-out event, Warner Bros. also will present through the year a powerful line-up of outstanding motion pictures.

Leading off the year's releases will be "4 for Texas," starring Frank Sinatra, Dean Martin, Anita Ekberg, and Ursula Andress in a "far-out" Technicolor-Panavision western, produced and directed by Robert Aldrich for the Sam Company.

Sinatra and Martin will be joined later by Bing Crosby, Sammy Davis, Jr., Barbara Rush, Victor Buono, and Peter Falk, with Edward G. Robinson in a cameo role, in "Robin and the 7 Hoods," a Technicolor-Panavision comedy-with-music that is slated for summer release. Directed by Gordon Douglas, with Sinatra producing, this will bring the adventures of Robin Hood up to the Chicago of the "roaring '20's."

During the first half of 1964, Warner Bros. also will present Elia Kazan's much-heralded "America America," a great

drama which is the first film to be written by Kazan as well as produced and directed by him; "Act One," Moss Hart's best-selling autobiography brought to the screen by writer-producer-director Dore Schary, with George Hamilton and Jason Robards, Jr., starred; "Dead Ringer," starring Bette Davis in a dual role as twin sisters in her first film since "What Ever Happened to Baby Jane?," with Karl Malden and Peter Lawford co-starred; "A Distant Trumpet," starring Troy Donahue in his first western, a Technicolor adventure drama based on Paul Horgan's epic novel of the southwest, with Suzanne Pleshette and Diane McBain also starred; and "Dr. Crippen," a thriller starring Donald Pleasence, Coral Browne, and James Robertson Justice.

Now being completed for probable release later in the year are five outstanding productions: "Ensign Pulver," Joshua Logan's follow-up to "Mister Roberts," starring Robert Walker, Burl Ives, Walter Matthau, Millie Perkins, and Tommy Sands, in a Technicolor-Panavision comedy, produced and directed by Logan; "The Out-of-Towners," starring Glenn Ford, Geraldine Page, and Angela Lansbury in a Martin Manulis Production, directed by Delbert Mann from the first original screenplay by Tad Mosel; "Kisses for My President," starring Fred MacMurray as the husband of the first woman President of the United States and Polly Bergen as the Chief Executive, produced and directed by Curtis Bernhardt; "Youngblood Hawke," written, produced and directed by Delmer Daves from Herman Wouk's big best-selling novel, with James Franciscus, Suzanne Pleshette, and Genevieve Page starred; "Sex and the Single Girl," the Technicolor-Panavision film version of Helen Gurley Brown's best-selling book, starring Tony Curtis, Natalie Wood, Henry Fonda, Lauren Bacall, Mel Ferrer, Diane McBain, and Count Basie, directed by Richard Quine and produced by William T. Orr; "The Man From Galveston"; "The Incredible Mr. Limpet"; and "FBI Code 98."

All this—and "My Fair Lady"—is what makes 1964 the big year for Warner Bros.

*Continued •*



# BMI

music is used  
every day on  
every TV network  
...112\* out of 163  
regularly scheduled  
shows every week

## SUNDAY

The Twentieth Century ..... CBS  
Mister Ed ..... CBS  
The Ed Sullivan Show ..... CBS  
Candid Camera ..... CBS  
Lassie ..... CBS  
Look Up and Live ..... CBS  
Lamp Unto My Feet ..... CBS  
Camera Three ..... CBS  
The Original Amateur Hour ..... CBS  
The Catholic Hour ..... CBS  
The Bill Dana Show ..... NBC  
Walt Disney's Wonderful World  
Of Color ..... NBC  
Grindl ..... NBC  
NBC News Encore ..... NBC  
Wild Kingdom ..... NBC  
G.E. College Bowl ..... NBC  
Discovery '63 ..... ABC

## MONDAY

To Tell the Truth ..... CBS  
I've Got a Secret ..... CBS  
The Lucy Show ..... CBS  
The Danny Thomas Show ..... CBS  
The Andy Griffith Show ..... CBS  
Wagon Train ..... ABC  
The Outer Limits ..... ABC  
Sing Along With Mitch ..... NBC

## TUESDAY

Marshall Dillon ..... CBS  
Petticoat Junction ..... CBS  
The Jack Benny Program ..... CBS  
The Garry Moore Show ..... CBS

Redigo ..... NBC  
The Richard Boone Show ..... NBC  
The Andy Williams Show/The  
Bell Telephone Hour ..... NBC  
The Fugitive ..... ABC

## WEDNESDAY

The Adventures of Ozzie  
and Harriet ..... ABC  
The Patty Duke Show ..... ABC  
The Price Is Right ..... ABC  
Channing ..... ABC  
The Beverly Hillbillies ..... CBS  
The Dick Van Dyke Show ..... CBS  
The Danny Kaye Show ..... CBS

## THURSDAY

My Three Sons ..... ABC  
The Flintstones ..... ABC  
The Donna Reed Show ..... ABC  
The Jimmy Dean Show ..... ABC  
The Sid Caesar Show/  
The Edie Adams Show ..... ABC  
Dr. Kildare ..... NBC  
Hazel ..... NBC  
Kraft Suspense Theatre/  
Perry Como ..... NBC  
Rawhide ..... CBS  
Perry Mason ..... CBS  
The Nurses ..... CBS

## FRIDAY

International Showtime ..... NBC  
Bob Hope Presents  
The Chrysler Theatre ..... NBC

Harry's Girls ..... NBC  
The Jack Paar Program ..... NBC  
The Great Adventure ..... CBS  
Route 66 ..... CBS  
Twilight Zone ..... CBS  
The Alfred Hitchcock Hour ..... CBS  
Burke's Law ..... ABC  
The Farmer's Daughter ..... ABC  
Friday Night Fights ..... ABC

## SATURDAY

The Joey Bishop Show ..... NBC  
The Ruff & Reddy Show ..... NBC  
The Hector Heathcote Show ..... NBC  
Fireball XL-5 ..... NBC  
Dennis the Menace ..... NBC  
Fury ..... NBC  
The Bullwinkle Show ..... NBC  
Exploring ..... NBC  
Sgt. Preston of the Yukon ..... NBC  
Captain Gallant ..... NBC  
NFL Pro Football Highlights ..... NBC  
The Jackie Gleason Show ..... CBS  
The Defenders ..... CBS  
Gunsmoke ..... CBS  
Quick Draw McGraw ..... CBS  
Mighty Mouse Playhouse ..... CBS  
The Adventures of Rin Tin Tin ..... CBS  
Sky King ..... CBS  
Do You Know? ..... CBS  
Hootenanny ..... ABC  
The Lawrence Welk Show ..... ABC  
The Jetsons ..... ABC  
The Magic Land of Allakazam ..... ABC  
My Friend Flicka ..... ABC  
American Bandstand ..... ABC

## DAILY SHOWS

Today ..... NBC  
Say When! ..... NBC  
Word For Word ..... NBC  
Your First Impression ..... NBC  
People Will Talk ..... NBC  
The Doctors ..... NBC  
Loretta Young Theatre ..... NBC  
The Match Game ..... NBC  
Make Room For Daddy ..... NBC  
Concentration ..... NBC  
Missing Links ..... NBC  
The Huntley-Brinkley Report ..... NBC  
The Tonight Show ..... NBC  
The Price Is Right ..... ABC  
Seven Keys ..... ABC  
Tennessee Ernie Ford Show ..... ABC  
Father Knows Best ..... ABC  
Queen For a Day ..... ABC  
Who Do You Trust? ..... ABC  
Trailmaster ..... ABC  
I Love Lucy ..... CBS  
The McCoys ..... CBS  
Pete and Gladys ..... CBS  
To Tell the Truth ..... CBS  
Captain Kangaroo ..... CBS

\*(as of November 1, 1963)

**BMI**

\*

**BROADCAST MUSIC, INC.** 589 Fifth Avenue, N. Y. 17, N. Y.  
CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL



# Columbia

COLUMBIA PICTURES' method of celebrating 40 years of service to the motion picture industry is to spurn the opportunity to be nostalgic about the great moments of the past in favor of anticipating the year ahead. The enjoyment of looking toward the future is all the more exciting because this, we believe, will be Columbia's biggest year.

The past 40 years have contributed to the confidence we feel about 1964. Every prideful event in our history has been a building block for progress. Year after year, more and finer creative talents have been joining the Columbia team. We are certain that we have the formula for supporting these creative talents with the kind of merchandising that reaps profits at the boxoffice.

What does tomorrow hold? The immediate future begins with the tremendous public acceptance granted Otto Preminger's "The Cardinal," which we feel will be an auspicious inauguration of the new year. Carl Foreman's "The Victors" is a film that audiences and boxoffices will never forget, the first film from Foreman since his blockbuster, "The Guns of Navarone."

Stanley Kubrick's "Dr. Strangelove, or: How I Learned to Stop Worrying and Love the Bomb" is a hot-line suspense comedy that is certain to put a hot line of SRO audiences at theatre boxoffices. William Castle's "Strait-Jacket," due early in the year, stars Joan Crawford and features a screenplay by Robert Bloch, the author of "Psycho." Robert Rossen's "Lilith," his first film since "The Hustler," incorporates the acting talents of a great new romantic team, Jean Seberg and Warren Beatty. "Psyche 59," produced by Philip Hazleton and Alexander Singer, is a different and absorbing picture that gives a sweeping view of the international luxury set. "Fail-Safe," produced by Max Youngstein and Sidney Lumet, is based on a Number One best seller.

Fred Zinnemann's "Behold a Pale Horse" reunites the brilliant acting team of Gregory Peck and Anthony Quinn in a suspense and action drama. James Woolf's "The Pumpkin Eater" stars Academy Award-winner Anne Bancroft in a touching story based upon Penelope Mortimer's best-seller. Irving Allen's "The Long Ships," a spectacular adventure of rough and ready Vikings, stars Richard Widmark, Sidney Poitier, and Russ Tamblyn.



A scene from Columbia's "The Victors."

The year 1964 will also see such other superlative Columbia Pictures products as Richard Brooks' "Lord Jim," based upon the enduring classic by Joseph Conrad and photographed in

some of Asia's most breathtaking locations. Starring in "Lord Jim" are Peter ("Lawrence of Arabia") O'Toole, James Mason, Jack Hawkins, Eli Wallach, and Curt Jurgens.

Jack Lemmon, hot from "Under the Yum Yum Tree," will star in David Swift's "Good Neighbor Sam" opposite Romy Schneider, whose brilliant acting in both "The Cardinal" and "The Victors" has made her one of the hottest actresses in years. Hanna-Barbara's "Hey There It's Yogi Bear" is Yogi Bear's first feature-length film presentation. "Major Dundee," produced by Jerry Bresler, uses Mexico as a location for a great outdoor adventure story.

"The NEW Interns" was produced by Robert Cohn, who made the highly successful "The Interns." Allen Pakula and Robert Mulligan's "The Travelling Lady" is made by the same great team that fashioned "To Kill a Mocking Bird" for the screen. "First Men IN The Moon," another exciting thriller produced by Charles H. Schneer, is based upon H. G. Wells' adventure in time and space.

This is just some of our exciting product for 1964. It's easy to see why we look ahead toward this 40th year. We are proud to declare that "This will be Columbia's biggest year."

## United Artists

By JAMES R. VELDE, Vice-President

IF THERE IS ONE AXIOM in this business of ours that can be counted on to remain steady it is that there is an audience for every motion picture made. If we did not believe this we would never go to our exhibitor customers with the confidence in product that we do. We could never have built the relationship with these showmen that we have.

But selling films today goes far beyond the ordinary. Different areas of our country call for drastically different means of distribution and payoff both for our benefit and the better business of the theatremen.

The flexibility of the overall distribution sales method is also reflected in other areas.

It may be true that not all films can be considered "special pictures," but it must be conceded that there is something "special" about each movie that separates it from all others. This "special" ingredient may be considered its theme or message, its star line-up, its escapism or realism. No matter what it is, it takes on very important proportions when the finished product moves into its selling stage.

We have all known companies that made the unpardonable mistake of merchandising one film just as they did the one that came before. Regardless of their inner merit, pictures sold in this way fail to arouse much enthusiasm on the part of the distributor, exhibitor, or potential audience. And for my money, this is the way it should be.

I don't think anyone will ever accuse United Artists of taking such a lackadaisical attitude. As distributors and merchandisers, we realize that one of our most important functions is channelling each film in its "special" sales direction.

We are helped towards this end in no small way through the exceptionally happy rapport which we have with the independent producers who supply us with our product. In most cases, the "special" aspect of the individual film is discussed with UA before the project ever gets before the cameras. This is an undeniable advantage for UA since it gives us the entire production and post-production period to plan our "special" sales approach. Furthermore, in nearly



James Velde



**BOB HOPE**

BOB HOPE ENTERPRISES, INC.



every instance, the producer of a given film works hand-in-hand with the UA personnel in seeing the film right into the nation's theatres.

Fortunately, since our product comes from a diverse source of independent producers, there is little likelihood of similar films turning up on our release schedule.

Our projected releases for 1964 are not only impressive by their numbers, but also by the variety of their substance, appeal, and the creative talents which have made them possible. I am confident that exhibition shares our high hopes for such potential fare as Harold Hecht's "Flight From Ashiya," Laurence Harvey's "The Ceremony," Frank Perry's "Ladybug, Ladybug," Frank Ross' "One Man's Way," the general release of Tony Richardson's "Tom Jones," Harry Saltzman's and Albert R. Broccoli's Eon Production of the second James



George Stevens' "The Greatest Story Ever Told"

Bond film, "From Russia, With Love," the Schenck-Koch Production of "For Those Who Think Young," Helvia Productions' tentatively titled "Ten Days to Penang," Pan Arts' "The World Of Henry Orient," Gene and Roger Corman's "The Dubious Patriots," the Dearden-Relph Production of "Woman of Straw," "The Train" from producer Jules Bricken and director John Frankenheimer, Filmway's "Topkapi" from producer-director Jules Dassin, and Stanley Kramer's "Invitation to a Gunfighter."

We also have an impressive line-up from the Mirisch Corporation for 1964, including Blake Edwards' "The Pink Panther," "The Best Man" produced by Stuart Millar and Lawrence Turman with Franklin Schaffner directing, "633 Squadron" produced by Cecil Ford with Lewis Rachmil as executive producer and Walter Grauman directing, Billy Wilder's "The Dazzling Hour," John Sturges' "The Satan Bug," and Blake Edwards' "A Shot in the Dark."

The new year also will see the further release of Stanley Kramer's "It's A Mad, Mad, Mad, Mad World" in the new Cinerama single lens projection system, and the initial release of George Stevens' "The Greatest Story Ever Told."

With this exciting and diversified list of product, United Artists looks forward to 1964 as a year of continued creative merchandising, selling the "special" film with the "special" means.

## Paramount

By **GEORGE WELTNER, Executive Vice-President**

AN INDUSTRY can only be as strong as the companies that constitute it. Speaking both from my confidence in Paramount's program and from an awareness of the plans of other companies, I am thoroughly convinced that 1964 will be one of the greatest years in the history of the motion picture industry.



George Weltner

I know that I am not only expressing my own personal enthusiasm but also the enthusiasm of exhibitors. They are highly optimistic about the 1964 product picture. That they have also acknowledged that Paramount is perhaps the "hottest" of the companies is especially gratifying.

Speaking now for my own company, I am convinced that we are on the biggest "up" since the 1920's. Knowing our organization—our studio, our sales and advertising-publicity arms—I have no doubt that an unparalleled success will be achieved in 1964.

Paramount is spending time, money, and effort like there's no tomorrow—because we believe there is a tomorrow. It is traditional in the motion picture industry for people to respect you for what you are. That is why we have been able to set such wonderful alliances with the world's outstanding producers. They know that we have the finest production, sales, marketing, and merchandising facilities in the industry.

Our entire company is imbued with great enthusiasm. Our studio is working harder than ever. Our sales organizations, under the direction of Charles Boasberg, in the U.S. and Canada, and James Perkins abroad, and our marketing-advertising-publicity department, under Martin Davis' guidance, are unparalleled.

We are faced with the greatest opportunity in the history of our company. Knowing our organization, I have no doubt that our high optimism will be realized.

Highlighting our program for 1964 are four pictures that promise to set new highs for the industry: Samuel Bronston's "The Fall of the Roman Empire," Hal Wallis' "Becket," Joseph E. Levine's "The Carpetbaggers," and Seven Arts-Joel's "Seven Days In May." Any company having just one of these blockbusters in a single year would be indeed for-



"The Fall of the Roman Empire," starring Sophia Loren, Alec Guinness, and James Mason.

Continued •



# *Congratulations*

**JACK LEMMON**



Continued •

tunate. That Paramount has four indicates the great confidence their producers have in the company.

Also of exceptional quality and with enormous boxoffice potenial are Pakula-Mulligan's "Love With the Proper Stranger," starring Natalie Wood and Steve McQueen.

Quine-Axelrod's "Paris When It Sizzles," starring William Holden and Audrey Hepburn; Luther Davis' "Lady In A Cage," starring Olivia de Havilland; Joe Levine's "Where Love Has Gone," starring Susan Hayward and Bette Davis; new Jerry Lewis and Elvis Presley pictures; two fine A. C. Lyles westerns, "Law of the Lawless" and "Stagecoach to Hell"; "Son of Captain Blood," starring Sean Flynn; and many others are also on the schedule.

## Universal

UNIVERSAL starts 1964 with a 26 weeks sales drive in honor of its vice-president and general sales manager, Henry H. "Hi" Martin, who next year will be marking 30 years of service with the company. In announcing the sales drive, the company's first to honor Martin, Milton R. Rackmil, president of Universal noted that under his sales leadership the company and its exhibitor customers have enjoyed their greatest triumphs, including the series of record-breaking comedies starting with "Pillow Talk" and "Operation Petticoat," followed by "Lover Come Back" and "That Touch of Mink," and most recently "The Thrill of It All."

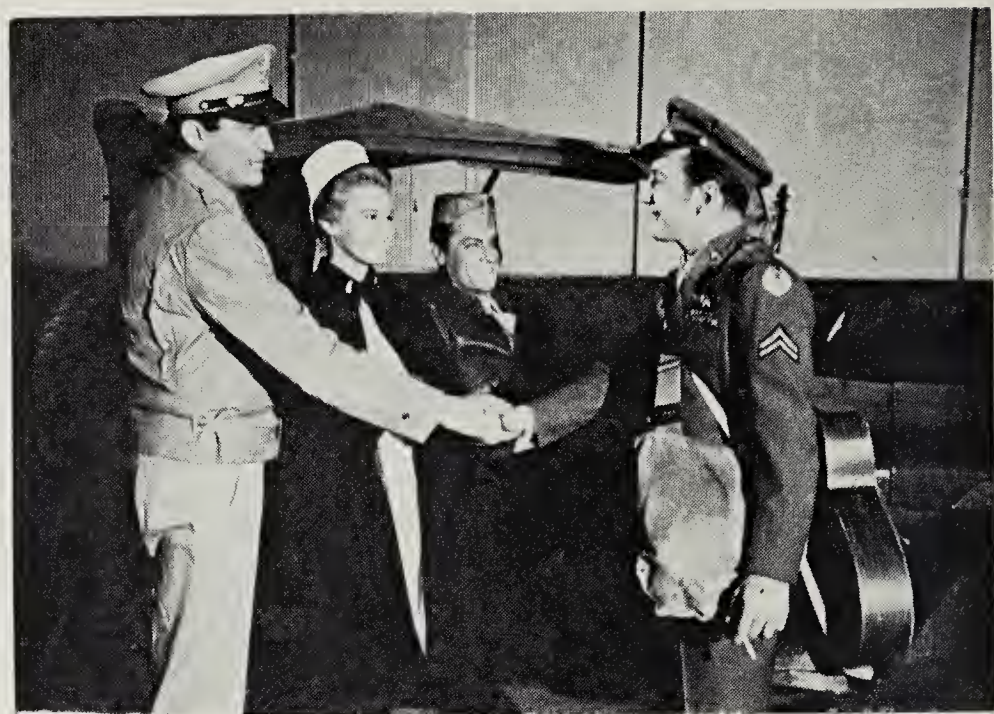
Rackmil pointed out that during the "Hi Martin Sales Drive," Universal has scheduled for release a group of pictures which offers us the greatest grossing potential in the history of Universal, and he urged all the company's exhibitor customers and friends throughout the industry to join enthusiastically in the drive and help celebrate with Universal this deserved salute to one of the industry's youngest pioneers.

Leading-off in 1964 is the release of "Charade," the Stanley Donen production in Technicolor, bringing Cary Grant and Audrey Hepburn to the screen together for the first time. Already established as the Christmas attraction at Radio City Music Hall in New York, where it is setting records, and in more than 200 key situations for the Christmas-New Year's holidays, the picture could be one of the biggest grossers in the history of Universal.

Martin recently announced that Universal will place in domestic release, 14 new pictures and two re-releases during the first six months of 1964, presenting as a group the greatest box office potential in the history of the company and featuring the biggest boxoffice names in the industry. The pictures are the company's own releases, produced either by the company or in association with independent producers, as well as pictures acquired for domestic distribution.

Following "Charade" will be "Young and Willing," an unusual topical drama with a college background produced by Betty E. Box and directed by Ralph Thomas. Next will be "Dark Purpose," the Brazzi-Barclay-Hayuten Production in Technicolor, starring Shirley Jones, Rossano Brazzi, George Sanders, Micheline Presle, and Georgia Moll, which was produced by Steve Barclay and directed by George Marshall in Italy. Then there will be "It's All Happening," a musical comedy in Eastman Color produced in England and starring teenage favorite Tommy Steele and a group of Britain's famous musical combos.

March releases will be highlighted by "Man's Favorite



Gregory Peck, Tony Curtis, Angie Dickinson and Bobby Darin, starring in "Captain Newman, M.D."

Sport?" the new Howard Hawks-Gibraltar-Universal co-production in Technicolor, starring Rock Hudson, Paula Prentiss, Maria Perschy, and Charlene Holt.

Now in its world premiere, Academy Award qualifying engagement at the Paramount, Los Angeles, and booked to open at Radio City Music Hall in New York in February, "Captain Newman M.D.," the comedy drama in Eastman Color, starring Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin, Eddie Albert, James Gregory, and Bethel Leslie, is Universal's Easter attraction. Also available in March and April will be "Hide and Seek," produced by Hal E. Chester and directed by Cy Endfield, and starring Curt Jurgens, Janet Munro, Ian Carmichael, and Hugh Griffith, an exciting suspense drama.

Next announced by Martin was "He Rides Tall" the Gordon Kay and Associates production starring Tony Young, Dan Duryea, Jo Morrow, and Madlyn Rhue; "The Brass Bottle," in color based on the famous novel by F. Anstey and starring Tony Randall, Burl Ives, and Barbara Eden; and "Nightmare," Hammer Film Production produced by Jimmy Sangster and directed by Freddie Francis, and starring David Knight, Marvin Redmon, Jennie Linden, and Brenda Bruce.

Two of Universal's all-time record breaking comedies, "Operation Petticoat" and "Pillow Talk," are being put together as a re-release package which will provide the marquee names of Cary Grant, Tony Curtis, Rock Hudson, and Doris Day.

Next listed by Martin was "The Chalk Garden," Ross Hunter Production in Technicolor based on the successful stage play by Enid Bagnold, and starring Deborah Kerr, Hayley Mills, John Mills and Dame Edith Evans; "The Raiders," an outdoor adventure drama; "Wild and Wonderful," the Harold Hecht Production in Eastman Color starring Tony Curtis and Christine Kaufmann; and finally "Bedtime Story," previously titled "King of the Mountain," new Stanley Shapiro comedy in Eastman Color starring Marlon Brando, David Niven, and Shirley Jones.

Pre-selling has long been the hallmark of Universal's releases, and the 1964 product is certainly receiving that from David A. Lipton, vice-president in charge of advertising and publicity. According to Lipton, the merchandising of motion pictures today requires custom-handling of each individual picture. He has pointed out that advertising cannot do the job alone and that you cannot buy your audience with success.

"In today's market where our motion pictures compete for



Jerry Lewis



the public's time, dollars, and interest with the great leisure time activities that are part of our daily routine, it takes more than advertising dollars to sell an audience," according to Lipton. "Today, our advertising budgets are effective only if they are part of a total marketing plan conceived for the needs of and the audience for each individual picture," Lipton said. He continued, "A carefully constructed marketing plan is the key to successful merchandising of motion pictures for it provides publicity, promotion and advertising realistic objectives, and makes available the opportunity to reach the largest possible audience at a cost consistent with the economics of the individual picture. Only through this custom-handling can the best laid plans of advertising and publicity be fully realized," he concluded.

Lipton cited the Universal campaign on "Charade" as an example of this custom-handling, pointing to the unusual publicity and promotional opportunities made available through long-range planning and the resultant pro-selling impact at the local level on the mass motion picture audience.

Also receiving the long-range advertising, publicity, and promotional build up is "Captain Newman, M.D." and now on the ready line are "The Chalk Garden," "Wild and Wonderful," and "Bedtime Story," among the releases of the first six months of 1964.

With 1963 drawing to a close, Universal has started production of new films which will not reach the theatres of the United States and Canada before later in 1964 than July. They include "Marnie," the new Alfred Hitchcock Production in color from the novel by Winston Graham and starring "Tippi" Hedren and Sean Connery, which is already in production; "Send Me No Flowers," the Universal-Martin Melcher Production in color from the Broadway play by Norman Barasch and Carroll Moore, and uniting Rock Hudson, Doris Day, and Tony Randall again, also in production. Also "The Richest Girl in Town," the new Rose Hunter Production in color starring Sandra Dee, Robert Goulet, Andy Williams, and Maurice Chevalier which is before the cameras. Also set to go is "Kitten With A Whip," based on the novel by Wade Miller and starring Ann-Margaret.

Major shooting is completed on "The Island of the Blue Dolphins," the Universal-Robert B. Radnitz Production in color based on the famous Scott O'Dell prize-winning novel from the producer of the box office successes "Misty" and "Dog of Flanders." Also completed is "Renegade Posse," the Gordon Kay and Associates Production starring Audie Murphy, Darren McGavin, and Ruta Lee, and the Hammer Production "The Evil of Frankenstein," in color, starring Peter Cushing.

## 20th-Fox

Twentieth Century-Fox disclosed its 1964 major release program, indicating an orderly flow of product boasting an array of top box office stars and balanced with comedy, drama, romance, and melodrama.

In revealing the program, Joseph M. Sugar, vice-president in charge of domestic sales, declared: "Our schedule for 1964 represents the contributions of many of the leading creative talents now working in the film medium; and in theme and story content, recognizes the diversity in entertainment appeal. We know it is our strongest program in years, and we are confident it will be one of the most successful ever to come from this company."

The release program will, of course, be marked by the continuation of the highly successful "Cleopatra" in major roadshow engagements, with additional reserved-seat runs still to be launched.

Leading off the 1964 program will be "Move Over, Darling," the romantic comedy starring Doris Day, James Garner, and Polly Bergen. While the picture is set to debut in key cities at Christmas, its mass release will take place in January.

Next year's schedule, to date, follows:

"Move Over, Darling"; "Man in the Middle," starring Robert Mitchum, France Nuyen, Trevor Howard, Keenan Wynn, Barry Sullivan, and Alexander Knox; "Shock Treatment," starring Stuart Whitman, Lauren Bacall, Carol Lynley, and Roddy McDowell; "Third Secret," starring Stephen Boyd, Diane Cilento, Jack Hawkins, Richard Attenborough, and Pamela Franklin; Re-release of Darryl F. Zanuck's "The Longest Day," much-acclaimed D-Day epic with 42 international stars; "What a Way to Go!" the romantic comedy starring Shirley MacLaine, Paul Newman, Robert Mitchum, Dean Martin, Gene Kelly, Bob Cummings, and Dick Van Dyke; "Fate Is the Hunter," taut aviation drama starring Glenn Ford; "Cassandra at the Wedding," starring Natalie Wood in a dual role; "The Visit," based on the international stage success, starring Ingrid Bergman, Anthony Quinn, and Irina Demich; "Erasmus With Freckles," a modern and unusual comedy starring James Stewart and reuniting him as a team with director Henry Koster and scripter Nunnally Johnson; "High Wind in Jamaica," based on the classic novel of Richard Hughes; "Our Mother's House," from the celebrated Julian Gloag novel, with screenplay by Eleanor Perry, who scripted "David and Lisa."



Ingrid Bergman and Anthony Quinn, starring in "The Visit."

The expanded 1964 production program is taking shape with 24 screenplays in script preparation, six of which will be shot abroad.

The attractions include "The Circle," "The Smashmaster Caper," and "The Dangerous Days of Kiowa Jones," for producer Aaron Rosenberg.

Also: "The Sound of Music," and "The Sand Pebbles," both for producer-director Robert Wise.

Also: "The Day Custer Fell," "Goodbye, Charley," "Trap For a Man," and "The Pleasure Seekers," all for producer David Weisbart.

Also: "Illicit" and "The Hand of Mary Constable," for Fred Kohlmar.

Also: "Von Ryan's Express," "The Praying Mantis," "The Yen of Corporal Brown," "No Adam in Eden," "Those Magnificent Men in Their Flying Machines," "The Bait," "Justine," and "Watcher in the Shadows."



**JOHN WAYNE**





Richard Burton and Sue Lyons in MGM's "Night Of The Iguana."



Natalie Wood and Steve McQueen in Paramount's "Love With The Proper Stranger."



David Niven and Peter Sellers in United Artists' "The Pink Panther."



# Scene Stills

FROM 1964 PRODUCTIONS

Burt Lancaster and Frederic March in Paramount's "Seven Days In May."



George Hamilton and Jason Robards, Jr., in Warners' "Act One."

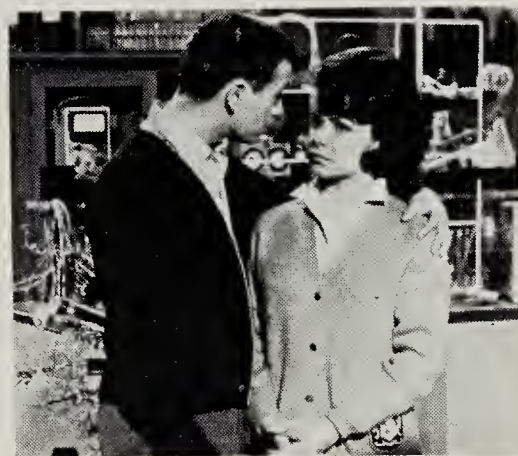


Marlon Brando in Universal's "Bedtime Story."



Shirley MacLaine and Robert Mitchum in 20th Century-Fox's "What A Way To Go!"





TOP ROW: Rock Hudson and Paula Prentiss in Universal's "Man's Favorite Sport?"; Robert Mitchum in 20th Century-Fox's "The Man In The Middle"; Don Murray in United Artists' "One Man's Way."

BOTTOM ROW: Tommy Kirk and Annette in Buena Vista's "The Misadventures Of Merlin Jones"; Bob Hope in MGM's "A Global Affair"; Don Knotts in Warners' "The Incredible Mr. Limpet."

George Peppard and Carroll Baker in Paramount-Embassy's "The Carpetbaggers."

Doris Day, James Garner, and Polly Bergen in 20th Century-Fox's "Move Over Darling."



Burt Lancaster in United Artists' "The Train."

Elvis Presley and Ann Margret in MGM's "Viva Las Vegas."

Vincent Price and Basil Rathbone in American-International's "The Comedy Of Terrors."





# Metro-Goldwyn-Mayer

By **ROBERT H. O'BRIEN, President**

AT METRO-GOLDWYN-MAYER we are increasingly aware of the ever mounting demand from all over the world for motion picture entertainment that is consistent in high quality, and most important of all, diversified in nature. As never before, we shall fulfill this demand.

We have allocated in excess of \$50,000,000 for production of motion pictures in the \$250,000 to \$7,000,000 category during 1964. Both the products that are now completed and those projected for completion in 1964 represent the finest and most comprehensive release schedule Metro-Goldwyn-Mayer has had for a number of years. In 1964 and as a pattern for the future, we are orienting our thinking toward motion pictures designed for *TOTAL AUDIENCE APPEAL*.

We are continuing in our efforts to evaluate each aspect of our operation—music publishing, records, television, talent, and perpetual product in fulfilling our goal of making Metro-Goldwyn-Mayer the *TOTAL ENTERTAINMENT COMPANY*. As a solid, integrated unit, we pledge to provide you, the exhibitor, with prime products in all categories, backed by an intensive effort from each area of our total operation.

During 1964, we shall call on you, the exhibitor, to become a full working partner with M-G-M. Effective merchandising of any motion picture must, by necessity, be a joint effort between the company and the exhibitor. We ask that you, the



Robert O'Brien



Laurence Harvey and Kim Novak, starring in "Of Human Bondage."

man who best comprehends the local situation, interpret and supplement our plans for advertising, promotion, and publicity with your own time-proven brand of showmanship.

As never before, we have the human and technical resources available to us for the production of motion pictures unsurpassed in quality and appeal for all segments of the world-wide motion picture publics. The Golden Era of the motion picture industry is now!

The 1964 release schedule includes:

January: "The Prize," with Paul Newman, Elke Sommer; "Children Of The Damned."

February: "Mail Order Bride," with Buddy Ebsen; "Any Number Can Win," with Jean Gabin; "Sunday In New York,"

with Cliff Robertson, Jane Fonda, Rod Taylor; "A Global Affair," with Bob Hope.

March: "Of Human Bondage," with Kim Novak, Laurence Harvey; "Seven Faces Of Dr. Lao," with Tony Randall, Arthur O'Connell, Barbara Eden; "Kissin' Cousins," with Elvis Presley; and Robert Youngson's "Big Parade Of Comedy."

April: "Tamahine," with Nancy Kwan and John Fraser; "Company Of Cowards?" with Glenn Ford, Stella Stevens; "Night Must Fall," with Albert Finney.

May: "Rhino!," with Harry Guardino; "Golden Arrow," with Tab Hunter; "Gladiators Seven," with Richard Harrison; "Hercules, Samson, and Ulysses."

June: "Viva Las Vegas," with Elvis Presley and Ann-Margret; a sequel to "Flipper"; regular release of "How The West Was Won."

July: "Unsinkable Molly Brown," with Debbie Reynolds; "Looking For Love," with Connie Francis.

August: "Honeymoon Hotel," with Robert Goulet, Nancy Kwan; "Night Of The Iguana," with Richard Burton, Ava Gardner, Deborah Kerr, Sue Lyon.

## Embassy

By **JOSEPH E. LEVINE, President**

HOLLYWOOD, its critics have been saying, is slipping. Rubbish! Anyone who believes that Hollywood has lost its magic touch is living in the dark ages, lighted only by a flickering 21-inch tube, and deserves that limited view.

Bursting with enthusiasm, Hollywood actually is in high gear today, directing its driving energy to creating the excitingly different entertainment that makes the American motion picture a major force on the global scene.

In a word, what is on the march in Hollywood is "Showmanship." Showmanship that is being forged, to a fine edge, with the care and skill that stamps "Quality" on the final product. Showmanship that is being exercised in the selection of important motion pictures themes, the execution of great films, and in the skillful merchandising of those pictures.

There is no lack of showmanship in our industry. Unfortunately, there is still, in some quarters, a lethargy in putting that showmanship to work. Well, I say to the laggards, let's get the show on the road!

American producers are continuing to make better and bigger motion pictures, risking millions of dollars on their judgments of what the public wants. Distributors are backing their advertising, exploitation and publicity campaigns with more millions of dollars. Exhibitors, too, are spending vast sums to build new theatres and to refurbish existing ones. All to one purpose—to give the public the best in entertainment. And to show a profit, too, I might add.

Look at the evidence. Given "Entertainment," the public is flocking to the theatres. Entertainment with a capital "E," please note, because there is no room left for the run-of-the-mill. From deep drama to easy escapism, today's motion pictures must have substance. Audiences demand more today from their screen entertainment. To use a dirty word, they want to "think" about the films they see—and just plain enjoy them, too.

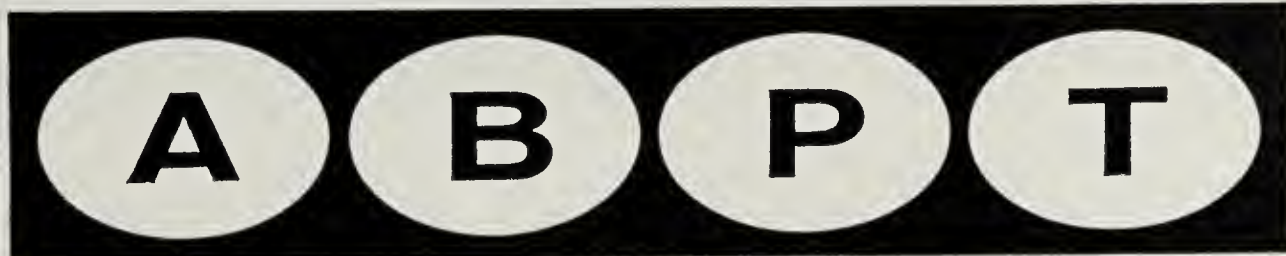
The production of great commercial and artistic pictures continues in Hollywood, and on world locations when the



Joseph E. Levine



Entertainment excellence ... enriching the new American leisure life



AMERICAN BROADCASTING—PARAMOUNT THEATRES, INC.

STANLEY WARNER THEATRES



scripts so demand. I assure you that at Embassy Pictures no effort will be spared towards creating Entertainment and in Merchandising it to the hilt with the utmost in Showmanship. Foremost in our 1964 plans is an extensive schedule of production and co-production, one running high in the millions of dollars.

Underway in Hollywood is "Where Love Has Gone," starring Susan Hayward and Bette Davis, both Academy Award winners, under Edward Dmytryk's direction, as an Embassy-Paramount co-production. Following this drama, the film version of the best-selling novel by Harold Robbins, "Nevada Smith," based on the tough cowboy character in "The Carpetbaggers," goes into production.

Early in 1964, "A House Is Not a Home" goes into production in Hollywood, with Clarence Greene and Russell Rouse producing, directing, and writing the drama. It is based on the memoirs of Polly Adler, one of the most flamboyant figures of The Roaring Twenties.

Pierre-Dominique Gaisseau, whose "The Sky Above—The Mud Below" won an Academy Award, has completed his latest adventure film in Gotham, "Only One New York."

Two features starring Marcello Mastroianni, who shot to international stardom in "8½" and "Divorce—Italian Style," will go into production in Hollywood, New York, and on world locations. Mastroianni also is starring in "Casanova," being filmed in Europe as an Embassy co-production with Carlo Ponti.

"Imperial Woman," based on the best-selling novel by Pearl Buck, Nobel-Prize winning author, will go into production under a \$10,000,000 budget and as a road-show attraction.



June Ritchie and Curt Jurgens, starring in "The Three Penny Opera."

Other major films are being planned for early production and will be announced shortly.

Completed and being readied by Embassy for 1964 release is "Zulu," starring Stanley Baker, Jack Hawkins, Ulla Jacobsson, Michael Caine, and James Booth. "Zulu," I am confident, will be critically and publicly acclaimed as one of the greatest adventure features ever filmed.

"Three Penny Opera," in wide-screen and color, will be released this year, too. Based on the renowned musical-drama by Bertolt Brecht and Kurt Weill, the attraction stars Curt Jurgens, June Ritchie, Hildegard Neff, and Sammy Davis, Jr.

Another major release will be "The Carpetbaggers," starring George Peppard, Carroll Baker, Alan Ladd, Martha Hyer, Elizabeth Ashley, Martin Balsam, Bob Cummings, and

(Continued on page 60)



TOP ROW: A scene from United Artists' "Ladybug, Ladybug"; Stuart Whitman in 20th Century-Fox's "Shock Treatment"; and Victor Buono in Allied Artists' "The Strangler."

BOTTOM ROW: Natalie Wood and Tony Curtis in Warner's "Sex and The Single Girl"; Fred MacMurray and Polly Bergen in Warners' "Kisses For My President"; and Tony Curtis and Christine Kaufmann in U's "Wild and Wonderful."



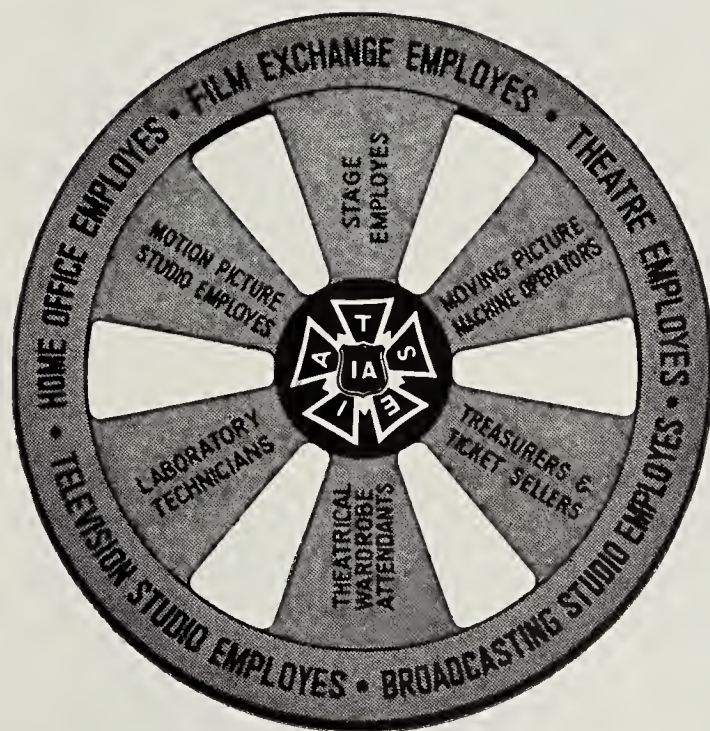
# IT'S A GREAT LIFE AT 45 . . . AND, AT 60!

Coincidental with MOTION PICTURE EXHIBITOR'S happy 45th, the "New" LOEW'S THEATRES are planning a snappy 60th in '64.

Music, professor, if you please! Let's join our voices in a mutual HAPPY BIRTHDAY song! Happy Birthday, Jay Emanuel, Happy Birthday to you.

. . . from the young ones at LOEW'S THEATRES!

*Best Wishes  
to  
Motion Picture Exhibitor*



International Alliance of Theatrical Stage Employees  
and Moving Picture Machine Operators of the  
United States and Canada

*Affiliated with the A.F.L.-C.I.O.*

**RICHARD F. WALSH**  
*International President*

Suite 1900  
1270 Avenue of the Americas  
New York, N. Y. 10020

**HARLAND HOLMDEN**  
*General Secretary-Treasurer*





Jane Fonda and Rod Taylor in MGM's "Sunday In New York."



Tom Tryon and Carol Lynley in Columbia's "The Cardinal."



Peter Sellers in United Artists' "The World Of Henry Orient."



Albert Finney in United Artists' "Tom Jones."



Debbie Reynolds in MGM's "The Unsinkable Molly Brown."



Stanley Baker in Embassy's "Zulu."



Richard Burton and Peter O'Toole in Paramount's "Becket."



Peter Sellers and Sterling Hayden in Columbia's "Dr. Strangelove Or: How I Learned To Stop Worrying And Love The Bomb."



*Congratulations.....*

**PACIFIC DRIVE-IN THEATRES CORP.**

1928

EDWIN E. BATHKE  
*President*

1963

**S**OUTHERN

CALIFORNIA TROPHY CO., INC.

860 SOUTH FLOWER STREET  
LOS ANGELES-17-CALIFORNIA

Trophies, Medals  
Jewelry, Silver  
Engraving

Special-order-work  
of  
Every Description



Lew Ayers. The Embassy-Paramount co-production was directed by Edward Dmytryk in Super Panavision 70mm. and Technicolor, from the best-selling novel by Harold Robbins.

Three Embassy co-productions with Carlo Ponti will be released. They include "The Empty Canvas," starring Bette Davis, Horst Buchholz, and Catherine Spaak; "A Ghost at Noon," starring Brigitte Bardot and Jack Palance; and "Yesterday, Today, and Tomorrow," starring Sophia Loren and Marcello Mastroianni under Vittorio De Sica's direction.

Also on Embassy's 1964 release schedule will be "Italiano Brava Gente," starring Arthur Kennedy and Peter Falk, and directed by Giuseppe De Santis. This sweeping drama of World War II is the first Italian-American-Russian co-production to be filmed entirely in Russia.

What is listed here is only part of the Embassy Pictures program of production and distribution for 1964. Since the year is just beginning, you can be sure more pictures will be added later. Importantly, I assure you, each project undertaken by us will be backed thoroughly with the greatest, most exciting merchandising campaigns we can devise. No effort will be spared. Now, how about you? Let's get the show on the road!

## Allied Artists

THE UNUSUAL STAYING POWER and actual building of box-office returns on Allied Artists product is largely responsible for the upsurge in the company's business, according to Edward Morey, vice-president and chief executive officer in New York.

Several new pictures in the branches are shaping up as exceptionally strong commercial box-office features, according to Morey. On the horizon, and anticipated to be one of Allied Artists' top grossers, is the January release, "Soldier In The



Jackie Gleason and Steve McQueen in Allied Artists' "Soldier In The Rain."

Rain," starring Jackie Gleason, Steve McQueen, and Tuesday Weld, produced by Martin Jurow and directed by Ralph Nelson. The film had its pre-release engagement in New York at the RKO Palace and Albee Theatres and multiple-run circuits bookings at Christmas. The regular scheduled release date of the picture is Jan. 22.

Steve Broidy, president, announced that Allied Artists will have approximately 20 releases during the year. The tentative release schedule has for February "Life In Danger," with

Doreen Nesbitt and Julie Hopkins, and "A Yank In Viet-Nam," with Marshal Thompson.

March schedules "Now It Can Be Told," based on an original story by Stephen Longstreet, with Robert Hutton, and the 7 Arts production, "Never Put It In Writing," produced, directed, and written by Andrew Stone, with Pat Boone heading the cast.

"The Strangler," based on a series of unsolved murders committed in the greater Boston area in an 18-month period, will be released in April. Starring in the picture for producers Samuel Bischoff and David Diamond is Academy Award nominee Victor Buono, and co-starred are David McLean, well known to television fans, and Diane Sayer.

May will see the release of "The Naked Kiss," written, produced and directed by Sam Fuller, with Constance Towers featured.

In production are "The Thin Red Line," Philip Yordan producer and Andrew Marton director, with Keir Dullea and Jack Warden; "Maharajah," in wide-screen and color, based on the best seller by Polan Banks; "White Savage," another Philip Yordan production; "Come Die With Me"; "Penrod and Sam"; "Nightmare House"; "Blood On The Sun"; "Something For Nothing"; "Unarmed In Paradise," with Maria Schell; and "Streets Of Montmartre."

In addition, the Elvis Presley film, "Isle Of Paradise," may well be shot and completed before the end of the year.

Broidy has a number of very important pictures in negotiation about which he will make definite announcements in the near future.

## American International

ON THE EVE of its 10th anniversary year, American International Pictures has updated its 25-picture 1964 schedule to include several productions, giving it 14 releases featuring top "name" stars and "worthy of 'A' playing time," according to AIP toppers James H. Nicholson and Samuel Z. Arkoff.

These include "Twelve Guns East," a desert war story starring Stewart Granger and Dorian Gray; "Torpedo Bay," a submarine action drama starring James Mason and Lilli Palmer; and "Captive City," an action drama starring David Niven and Ben Gazzarra.

Topping the studio's 1964 offerings, of course, are another of its highly successful chill-chuckle terror films "The Comedy of Terrors," and a sequel to last summer's box office hit, "Beach Party," titled "Muscle Beach Party."

Starred in this most hilarious of all Terror yarns are Vincent Price, Peter Lorre, Boris Karloff, and Joyce Jameson, with Joe E. Brown guest starring and Basil Rathbone in a special guest starring role.

Frankie Avalon and Annette Funicello again top the cast of "Muscle Beach Party," with Luciana Paluzzi, John Ashley, Jody McCrea, Buddy Hackett, and Don Rickles also starred. Additional cast toppers include Candy Johnson, Morey Amsterdam, Dick Dale, and Little Stevie Wonder.

Of prime significance in the promotion and exploitation of "Muscle Beach Party" is an estimated \$2 million program of cooperative advertising and merchandising tie-ins effected with eight major soft drink, clothing, and sports goods firms.

Highlighting these is the tie-in with Dr. Pepper Company which will involve exposure of "Muscle Beach Party" promotion on 360,000 point of sales pieces, five million bottle riders, and to some 90 million viewers of the Dick Clark Show on a nation-wide TV hookup.

Rose Marie Reid bathing suits, worn by many members



**NORTHEAST**  
**DRIVE-IN THEATRE CORP.**

**Michael Redstone, President**

**Sumner M. Redstone, Vice President**

**Edward S. Redstone, Treasurer**

**FAMOUS PLAYERS**

Canadian Corporation Ltd.  
joins in congratulations to  
Jay Emanuel on the

*45th Anniversary of*  
**MOTION PICTURE EXHIBITOR**

**R. W. BOLSTAD**  
President and Managing Director

**FAMOUS PLAYERS**  
Canadian Corporation Ltd.

CONGRATULATIONS  
ON YOUR  
45TH ANNIVERSARY



*Congratulations*

*from*

**GENERAL DRIVE-IN CORPORATION**



Continued •

of the "Muscle Beach Party" cast, will also be re-exposed in store displays and fashion shows and advertising in major department stores and major national magazines and newspapers throughout the country.

Phil Rose Sportswear, the Fred Astaire Dance School, the Tule Trooper scooter, Fantastic suntan lotion, and a major manufacturer of surf-boards are also tied in with "Muscle Beach Party" promotion.

Another AIP release set for special handling is the controversial "Under Age," a shocking but informative drama exposing one of the many problems affecting today's teenagers



Scene from "Muscle Beach Party" starring Frankie Avalon, Annette Funicello and John Ashley.

in their relationships with their parents.

"Under Age" will be released territory by territory as a special exploitation roadshow.

Major midsummer release from AIP will be the seventh of the studio's blockbusting terror tales based upon the classic literary works of Edgar Allen Poe, "The Masque of the Red Death," starring Vincent Price, Hazel Court, and Jane Adler.

Production on the AIP release schedule are:

January: "The Comedy of Terrors," with Vincent Price, Peter Lorre, Boris Karloff, Basil Rathbone, Joe E. Brown, and Joyce Jameson.

February: "Twelve Guns East," with Stewart Granger; "Torpedo Bay," with James Mason and Lilli Palmer; "Under Age," with Anne MacAdams, Judy Adler, Roland Royster; "Some People," with Kenneth More.

March: "Black Sabbath," with Boris Karloff; "House Of Terror," with John Saxon and Leticia Roman; "Muscle Beach Party," with Buddy Hackett, Frankie Avalon, Annette Funicello, Morey Amsterdam, John Ashley, and Jody McCrea.

April: "The Last Man On Earth," with Vincent Price, and "The Unearthly Stranger," with John Neville.

May: "Captive City," with David Niven and Ben Gazzara; "The Masque Of The Red Death," with Vincent Price.

June: Science fiction combination—"The Time Travelers" and "Warlords of Space"; "Goliath and The Island Of Vampires," with Gordon Scott.

July: "Bikini Beach," with Frankie Avalon, Annette Funicello, John Ashley.

August: Edgar Allen Poe's "The Gold Bug," with Vincent Price.

September: "It's A Wonderful Life," with Cliff Richard.

October: Reissue combination of "Pit and The Pendulum" and "The House Of Usher."

November: "Rumble," with Frankie Avalon and Annette Funicello.

December: "The Graveside Story," with Vincent Price, Peter Lorre, Boris Karloff, Basil Rathbone, Elsa Lanchester.

## Buena Vista

WITHOUT A DOUBT, 1964 is a big year at the Walt Disney Studios. It is the year of "Mary Poppins," a six million dollar musical starring Julie Andrews and Dick Van Dyke, and this film is producing more excitement at the studio than any other movie in the company's history.

It is the year that Walt Disney presents his first mystery, "The Moon-Spinners," based on the best selling novel by Mary Stewart. This is the movie in which Hayley Mills gets her first kiss.

1964 is the year with the widest diversification of theatrical product ever offered by the Walt Disney Studios. In addition to the musical, "Mary Poppins," and the mystery, "The Moon-Spinners," there is a comedy, a suspense story, an off beat movie, and a family drama. The year gets under way with the cartoon feature, "The Sword in the Stone," in general release.

"The Misadventures of Merlin Jones" is a madcap comedy in the Disney tradition of "Shaggy Dog," "Absent-Minded Professor," and "Son of Flubber." Tommy Kirk portrays the egghead student whose inventions keep him in hot water, and Annette Funicello is his girl friend who is constantly bailing him out. Also starring Leon Ames and Stuart Erwin as the harassed older generation, the film was directed by Robert Stevenson and will be released in February.

"A Tiger Walks," features breathtaking suspense as a small New England town is thrown into a state of terror when a



"The Moon-Spinners," starring Hayley Mills and Peter McEnery.

man-killing Bengal tiger escapes from a carnival. On the side of law and order are Brian Keith and Vera Miles; on the side of the tiger are Pamela Franklin, Peter Brown and Sabu. Lions and tigers are cat's play for Pamela Franklin who follows her exciting discovery in "The Lion" with "A Tiger Walks." Based on the novel by Ian Niall, the director is Norman Tokar, and the release date is Easter.

"The Three Lives of Thomasina" is an off beat story from the pen of Paul Gallico. Thomasina is the enchanted cat who tells the story of the people whose lives she affects and dominates. Set in Scotland, the picture stars Patrick McGeehan as a veterinarian who cannot understand why it is necessary to



**ROBERT L. LIPPERT**

## **NATIONAL THEATRES . . .**

Fox West Coast Theatres Corporation

Fox Intermountain Theatres, Inc.

Fox Midwest Theatres, Inc.

Evergreen State Amusement Corporation

**Divisions of  
NATIONAL GENERAL CORPORATION**

**Eugene V. Klein  
President and Chairman of the Board**

## **BEST WISHES**

*from All of us at*

UNITED ARTISTS THEATRE CIRCUIT, INC.

METROPOLITAN PLAYHOUSES, INC.

SKOURAS THEATRES CORPORATION

MAGNA THEATRE CORPORATION

RKO Theatres proudly present the  
**RKO International 70**  
THEATRE  
Denver, Colorado



The new theatre is the first of a nationwide network of RKO INTERNATIONAL 70 Theatres to be created in key cities from coast to coast. From curb to screen, Denver's RKO INTERNATIONAL 70 THEATRE is the perfect showplace for the presentation of major motion pictures in every projection technique possible - especially 70 millimeter productions.

Highlights include a new marquee, new front, new reduced seating capacity for greater comfort, new giant screen, new surround-stage curtains, plus the latest in six-track stereophonic wall-to-wall sound. Denver's RKO INTERNATIONAL 70 THEATRE is still another fine example of RKO THEATRES' forward-look in making the viewing of motion pictures a memorable experience.



*Dear Jay,*

*Congratulations on*  
MOTION PICTURE EXHIBITORS  
*45th Anniversary,*

Meyer

NEW JERSEY MESSENGER SERVICE, 1018-26 WOOD ST., PHILA., PA. 19107

*Congratulations*  
*and Best Wishes*  
*on your 45th*

NEIGHBORHOOD THEATRES  
OF VIRGINIA

*Congratulations*

on your

*45th Anniversary*

SAVAR CORPORATION

COMPLIMENTS

OF

THE A. R. BOYD THEATRES

FOR THE LARGEST SELECTION OF GERMAN FILMS IN THE U.S.A.

*Casino*★ Films, Inc.

*Operas—Comedies—Dramas—Musicals—Short Subjects*  
*1964 Releases:*

DIE FLEDERMAUS  
THE FRENETICS

I WAS ALL HIS  
THE RESTLESS NIGHT

MUNIO PODHORZER, *Pres.*

1545 Broadway, New York, N. Y. 10036 Tel: JU 6-1442

To Jay:

*We wish you*  
*many more*  
*Happy Anniversaries,*

IS and BOB RAPPAPORT

*Congratulations to*

MOTION PICTURE EXHIBITOR

*On your 45th Anniversary*

*May you continue to grow and prosper*

NATIONAL ASSOCIATION OF CONCESSIONAIRES

201 N. Wells St.  
Chicago 6, Ill.



**CONGRATULATIONS**



**MILGRAM THEATRES**

Dear Jay:

**HEARTIEST CONGRATULATIONS!**

—On—

**MPE's 45th  
ANNIVERSARY**

Bill Hunt

*Hunt's Theatres, Inc.*

*Best Wishes*

**George J. Waldman**

*Congratulations*

**JAY EMANUEL**

AND

**MOTION PICTURE EXHIBITOR**

ARTKRAFT-STRAUSS SIGN CORP. 830 12th AVE., NEW YORK

**HAPPY 45TH**

TO

**JAY EMANUEL**

AND THE

**MOTION PICTURE EXHIBITOR**

FROM THE

**SCHINE SHOWMEN**

**SCHINE CIRCUIT**

**GLOVERSVILLE, NEW YORK**

**25 NEW SHORTS  
IN COLOR**

**5 FEATURETTES**

**10 TWO REELERS**

**10 ONE REELERS**

**THESE OUTSTANDING  
SHORTS AVAILABLE**

"Cattle Carters"

"Three's Company"

"This Is Hong Kong"

"Mikhali"

**LESTER A. SCHOENFELD FILMS**

**247 West 42nd Street, N. Y., N. Y.**

**PE 6-1508**



love the animals he cures. Susan Hampshire is the girl whose way with animals leads people to believe that she is a witch. As the children whose lives are affected by Thomasina, Walt Disney introduces two moppets of enormous appeal: Karen Dotrice and Matthew Garber. Set for release in June, the movie was directed by Don Chaffey.

"Those Crazy Callows" is set in Vermont, stunningly photographed. The hunters who are drawn there by the flocks of wild geese are the subject. The Callows earn the epithet "crazy" when they try to save the birds from extinction by turning the land into a sanctuary. Brian Keith, Vera Miles, and Brandon de Wilde are the Callows, and seen among the villagers are such familiar faces as Walter Brennan and Ed Wynn. Based on the book, "Swiftwater," by Paul Annixter, Norman Tokar directed this July release.

Julie Andrews is "Mary Poppins," a most practical, no nonsense type nanny who flies in on an umbrella, slides up banisters, takes her charges on a trip inside a painting, has an uncle who floats to the ceiling when he laughs, and finally, when the children are happy and no longer need her, opens her umbrella and flies away. It is hard to tell which is more delightful, Mary Poppins or Julie Andrews, for this is one of those rare movies in which everything clicks, fantasy becomes believable, and it is impossible not to fall under its magic spell. Starring with Julie Andrews is Dick Van Dyke, whose many talents are put to happy use in the role of the chimney sweep who goes along with Mary Poppins and the children on their adventures. Glynis Johns as the flighty suffragette mother is a wonderful foil for David Tomlinson's stuffy banker father. The two amazed and amazing children are Karen Dotrice and Matthew Garber, introduced earlier in "The Three Lives of Thomasina." Hermoine Baddeley and Reta Shaw are the household help, and audiences will be pleased to see such familiar favorites as Ed Wynn, Elsa Lanchester, Reginald Denny, and Jane Darwell. Based on the "Mary Poppins Stories" by P. L. Travers, Robert Stevenson is the director.

"The Moon-Spinners" features two conspicuous firsts: Walt Disney presents his first mystery and Hayley Mills gets her first grown-up screen kiss. Hayley, who is the subject of more fan mail than any other movie star in the world, portrays an English girl who is vacationing on the island of Crete, staying at the Moon-Spinners hotel. She soon finds herself involved with stolen diamonds and attempted murder. A truly international cast includes Eli Wallach from America, Irene Pappas from Greece, and Joan Greenwood from England. Also from England and still unknown to American audiences is Peter McEnery, the lucky young man who is the first to kiss Hayley Mills on the screen. "The Moon-Spinners" has also been widely publicized a year in advance of its opening because it brings Pola Negri back to movies after a 20 year absence. The novel is by Mary Stewart, the direction by James Neilson, and the release date is Christmas.

## Reade-Sterling, Continental

ADDED TO FILMS already scheduled for 1964 release, Walter Reade, Jr., chairman of the board of Walter Reade-Sterling, Inc., recently completed arrangements for one of the biggest single Anglo-Italian production-distribution deals ever made.

Films previously announced for 1964 release are "A Jolly Bad Fellow," a British comedy; "High and Low," a Japanese drama; "The Love Goddesses"; "Black Like Me"; and "Mediterranean Holiday."

The Italian deal involves an unprecedented seven pictures, covering all the current production of Franco Cristaldi, one of Italy's leading producers, with Walter Reade-Sterling handling the pictures in more than half the entire world.

Irving Wormser, president of the company's Continental Distributing Division, assumes, as additional duties, the new post of head of the company's expanded international division, including television as well as motion pictures.

Reade and Wormser, who both left for Russia on film business, will stop off in Rome to establish company offices there, giving the company three European offices to expedite Walter Reade-Sterling's new role in Italian production.

The new pictures include the works of many of Italy's top directors and top stars. Because Walter Reade-Sterling has not handled many Italian films in the past, having concentrated principally on the British and French markets, the new Italian arrangements open a whole new area of activity for the company.

Reade and Wormser are in Moscow for conferences on the first U.S.-Soviet co-production, "Meeting At A Far Meridian," in which their company is a principal.

The seven pictures, some of which are completed, and some still in production, involve the production facilities of three of Italy's biggest film-making companies, Lux Films, Ultra Films, and Vides Cinematografica; some of Italy's and the world's top producer-directors, including Mario Monicelli, Luigi Comacini, Ugo Gregoretti, Miselli, Pietro Germi, Pierre Roustang, Roman Polanski, Jean-Luc Godard, Claude Chabrol, and Horikawa; and such top stars as Marcello Mastroianni, Renato Salvatori, Rod Steiger, Shelley Winters, Paulette Goddard, Claudia Cardinale, Jean Seberg, Jean-Pierre Cassel, Gabriella Giorgelli, and Charles Denner.

The Walter Reade-Sterling organization has acquired distribution rights for all English-speaking countries, and all the Far East, which in both area and population takes in at least one-half the entire world. With nearly a dozen pictures already set for distribution or scheduled for early co-production, the new Italian film package gives the company assurances of orderly release well through 1964, Reade declared.

The seven films are "The Strikers," "Omicron," "Time of Indifference," and "The World's Greatest Swindles," which are completed; "Bebo's Girl," and "Seduced and Abandoned," which are currently in production; and "Fefe," scheduled to go before the cameras soon.

"Seduced and Abandoned" ("Sedotta E Abbandonata") will be directed by Pietro Germi, director of the successful "Divorce Italian Style," and like that film, is also a satire.

"Fefe" ("Baron Fefe") will be a sequel to "Divorce Italian Style," with Mastroianni again as star.

"Omicron," the story of a man whose body is "requisitioned" by a visitor from Mars, was well received at the Venice Film Festival. "Time of Indifference," which Miselli directed, stars Steiger, Miss Winters, Miss Cardinale, and Miss Goddard. "Bebo's Girl" co-stars Miss Cardinale and George Chakiris. "The Strikers" tells of an absurdly unsuccessful strike in Italy of the 1890's and stars Mastroianni and Salvatori. "The World's Greatest Swindles" is a five-part international film.

In his new duties as international division head, Wormser will supervise not only the company's world-wide theatrical film contractual arrangements, but also the company's international television activities, both in the procurement of product for television and the sale of the company's library of nearly 300 films which are available to television. The company in recent years has been rapidly expanding its activities in both the theatrical and television fields, both in distribution and in to-production.



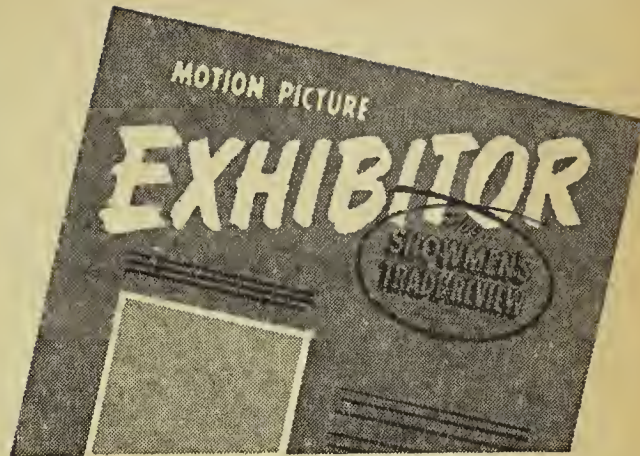
# SERVISECTION

THE CHECK-UP of all Features and Short Subjects  
as reviewed and compiled during the past 12 months

Published every second week as a separately bound and easily saveable section of MOTION PICTURE EXHIBITOR, this exclusive 27 year old service lists by (1) Distribution Source and by (2) Alphabet, all professional motion pictures offered for dating by the nation's theatres, plus all those that are in production. Each new issue is a complete, carefully checked reference index, brought up-to-date from the best available sources. Complete and detailed REVIEWS are published as separately bound and easily saveable pink paper sections, on the alternating every second week throughout the film season (September to September), and are cumulatively numbered. It is recommended that readers save this SERVISECTION reference for only the two week interval between issues, and then discard it as antiquated data. The pink paper REVIEWS, however, should be permanently saved and assembled into complete files, by seasons, and the last issues of each August will always contain a complete annual index.

Combined, the yellow paper SERVISECTION and the pink paper REVIEWS represent a unique informative service to theatremen that is unequalled in either accuracy or completeness.

Please address all inquiries or suggestions about these two service features to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna. 19107.



DECEMBER 25, 1963 SECTION TWO  
VOL. 70, NO. 25

## FEATURE INDEX . . . by DISTRIBUTION SOURCE:—

KEY . . . Features are arranged alphabetically under each distributor's name. Number preceding title is the Production Number assigned by the producer. Abbreviations following title indicate type of story, such as

C—Comedy  
CAR—Cartoon  
COMP—Compilation  
D—Drama  
DOC—Documentary

MD—Melodrama  
MU—Musical  
W—Western

NOV—Novelty  
TRAV—Travelogue

Number, followed by m. is running time on day of screening. If a feature has been cut, or had censorship difficulties, check local exchange for possible running time change. Abbreviations following time indicate projection and color processes, such as

CN—Cinerama  
CS—CinemaScope  
DC—Deluxe Color

DS—Dyaliscope  
EC—Eastman Color  
MC—MetroColor

PC—Pathe Color  
PV—Panavision  
RE—Reissue  
TC—Technicolor

TE—Technirama  
TS—Totalscope  
VV—VistaVision  
C—Other Color

Under the cast heading are only the two or three most important names. Next is the cumulatively numbered page and data of issue when MOTION PICTURE EXHIBITOR published the complete analytical review plus an evaluation of the particular picture's box-office worth.

### ALLIED ARTISTS

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 6303 BLACK ZOO—MD-88m.—(PV; C)—Michael Gough, Jeanne Cooper—5041 (5-1-63)—Mild horror entry for the program  
6307 CRY OF BATTLE—D-99m.—Van Heflin, Rita Moreno, James MacArthur—5097 (10-9-63)—Fast action is satisfactory for program—Made in The Philippines.  
6304 55 DAYS AT PEKING—D-150m.—(Super TE70; TC)—Charlton, Heston, Ava Gardner—5041 (5-1-63)—Segment of history makes impressive entertainment—Filmed in Spain  
6301 DAY OF THE TRIFFIDS, THE—MD-93½m.—(CS; EC)—Howard Keel, Nicole Maurey—5041 (5-1-63)—High rating science fiction entry should please—English made  
GUNFIGHT AT COMANCHE CREEK—W-90m.—(PV; DC)—Audie Murphy, Colleen Miller—5113 (12-4-63)—Good western  
6306 GUN HAWK, THE—W-92m.—(C)—Rory Calhoun, Ruta Lee—5097 (10-9-63)—Good action entry  
6210 PAYROLL—MD-79m.—Michael Craig, Francoise Prevost—5045 (5-15-63)—Good programmer—English  
6302 PLAY IT COOL—MU-74m.—Billy Fury, Anna Palk—5065 (7-10-63)—Fair programmer—English  
6305 SHOCK CORRIDOR—D-101m.—Peter Breck, Constance Towers—5065 (7-10-63)—Sojourn in mental institution is repelling and unpleasant  
SOLDIER IN THE RAIN—CD-88m.—Jackie Gleason, Steve McQueen, Tuesday Weld—5109 (11-20-63)—Unusual comedy drama has names to help

#### COMING FEATURES IN ORDER OF RELEASE

- Oct. WAR IS HELL—Tony Russell, Baynes Barron  
Dec. LIFE IN DANGER, A—Derren Nesbitt, Julie Hopkins  
Dec. NOW IT CAN BE TOLD—(C)—Robert Hutton, Sandra Dorne  
Jan. NAKED KISS, THE—Constance Towers, Anthony Eisley

#### COMING

PARTY, THE—Carol Lynley  
STRANGLER, THE—Victor Buono  
YANK IN VIET-NAM, A—Marshall Thompson

### AMERICAN INTERNATIONAL

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 716 BATTLE BEYOND THE SUN—MD-67m.—(C)—Edd Perry, Arla Powell—5033 (4-3-63)—Average outer space science fiction for the program—Filmgroup  
810 BEACH PARTY—C-100m.—(Pathe-Color; PV)—Bob Cummings, Dorothy Malone, Frankie Avalon—5069 (7-24-63)—Entertaining comedy has angles  
705 BRAIN THAT WOULDN'T DIE, THE—MD-71m.—Jason Evers, Virginia Leith—5021 (2-20-63)—Okay horror programmer  
819 COMEDY OF TERRORS, THE—C-86m.—(PV; C)—Vincent Price, Joyce Jameson, Peter Lorre, Boris Karloff, Basil Rathbone—5117 (12-18-63)—Mirthful, macabre money-maker  
ERIK THE CONQUEROR—MD-81m.—(Colorscope; TC)—Cameron Mitchell, Alice and Ellen Kessler—5113 (12-4-63)—Another Italian-made spectacle—Italian-made; dubbed in English  
807 FREE, WHITE AND 21—D-102m.—Frederick O'Neal, Annalena Lund—5045 (5-15-63)—Exploitable, but controversial courtroom film with a gimmick  
812 HAUNTED PALACE, THE—MD-85m.—(PV; PC)—Vincent Price, Debra Paget, Lon Chaney—5089 (9-11-63)—Plenty of chills in superior horror entry  
706 INVASION OF THE STAR CREATURES—C-70m.—Bob Hall, Frankie Ray—5021 (2-20-63)—For the duallers  
802 MIND BENDERS, THE—D-101m.—Dirk Bogarde, Mary Ure—5029 (3-20-63)—Off-beat drama deals with experimentations involving the mind—English  
718 NIGHT TIDE—D-84m.—Dennis Hopper, Linda Lawson—5033 (4-3-63)—For the duallers—Filmgroup  
803 OPERATION BIKINI—D-80m.—(Part Color)—Tab Hunter, Eva Six, Frankie Avalon—5033 (4-3-63)—War-time adventure for the program  
PYRO—MD-99m.—(Panacolor)—Barry Sullivan, Martha Hyer—5113 (12-4-63)—Satisfactory horror meller—Made in Spain  
717 RAVEN, THE—CD-86m.—(PV; C)—Vincent Price, Hazel Court, Peter Lorre, Boris Karloff—5013 (1-23-63)—Good horror comedy entry.  
715 REPTILICUS—MD-81m.—(C)—Zsborn Anderson, Ann Smyrner—5009 (1-9-63)—Fair monster entry—Made in Denmark; dubbed in English  
714 SAMSON AND THE 7 MIRACLES OF THE WORLD—MD-80m.—(ColorScope)—Gordon Scott, Yoko Tani—5021 (2-20-63)—Exploitable program entry—Italian; dubbed in English  
804 TERROR, THE—MD-81m.—(Vistascope; C)—Boris Karloff, Sandra Knight—5093 (9-25-63)—Average entry for horror fans  
813 SUMMER HOLIDAY—MU-100m.—(CS; TC)—Cliff Richard, Lauri Peters—5105 (11-6-63)—Lively musical treat for younger set—English  
809 X-THE MAN WITH THE X-RAY EYES—MD-80m.—(Spectarama; Pathecolor)—Ray Milland, Diana Van Der Vlis—5093 (9-25-63)—Superior science fiction entry holds interest  
805 YOUNG RACERS, THE—D-82m.—(Pathecolor)—Mark Damon, William Campbell, Luana Anders—5077 (8-21-63)—Auto racing action aimed at youthful set.

#### TO BE REVIEWED

BLACK SABBATH—(EC)—Boris Karloff  
CALIFORNIA—Jock Mahoney  
CAPTIVE CITY—(C)—David Niven, Ben Gazzara—Italian-made  
DEMENTIA #13—William Campbell, Luana Anders—Filmgroup  
FEAR—Boris Karloff  
FLIGHT INTO FRIGHT—John Saxon, Leticia Roman

## . . . By ALPHABET:—

Provides an easy way to locate a feature when the distributor is not known. If the particular feature has not yet been released and reviewed, it is preceded by a small dot. Legion of Decency classification of A1—Unobjectionable for General Patronage; A2—Unobjectionable for Adults and Adolescents; A3—Unobjectionable for Adults; A4—Unobjectionable for Adults with reservations; B—Objectable in part for All; C—Condemned; follow each title as they become available. For all other data refer to the much more complete information under the distributor headings.

### A

Act One	WB
Air Patrol	A1 Fox
All Of Me	Misc.
All The Way Home	A2 Par.
Amazons of Rome	A2 UA
• America, America	WB
• Americanization of Emily, The	MGM
• Amok	Fox
Any Number Can Win	A2 MGM
• Aphrodite, Goddess Of Love	Emb.
Army Game, The	For.
Aruro's Island	B MGM
As Nature Intended	For.
Atom Age Vampire	For.
Auntie Mame—Re.	A3 WB

## PLEASE NOTE . . .

This SERVISECTION is corrected, re-edited, and brought up to date every second week;—and will always be found as a separate saveable SECTION TWO of the particular issue, punched for short-term filing in a ring binder.

Before using, always check the publication date to be certain that data is current. Out-dated issues should be used with great care, because titles and running-times are often changed. It is best to discard out-dated issues as new ones are published.

THE EDITORIAL STAFF



## B

Battle Beyond the Sun (Filmgroup)	A-1	Misc.
Battle of the Worlds	A3	A-1
Beach Party	U	
Bedtime Story	A1	Emb
Bear, The	Col.	
Behold A Pale Horse	UA	
Beauty And The Beast	Par.	
Becket	Misc.	
Bell, Bare and Beautiful	UA	
Best Man, The	A3	UA
Big Risk	A2	U-1
Birds, The	AI	WB
Black Sabbath	A2	AA
Black Gold	B	AI
Black Zoo	A1	U
Brain That Wouldn't Die, The	BV	
Brass Bottle, The	For.	
Bristle Face	Misc.	
Buddha	A2	For.
Bunny Yeager's Nude Camera	A3	Col.
Burning Court, The		
Bye, Bye Birdie		

## C

Cairo	A3	MGM
California	A3	AI
Call Me Bwana	A2	UA
Captain Newman, M.D.	A2	U
Captain Sinbad	A1	MGM
Captive City	AI	
Cardinal, The	A3	Col.
Caretakers, The	A3	UA
Carpetbaggers, The	Par.	
Castilian, The	A2	WB
Cattle King	A1	MGM
Ceremony, The	A3	UA
Chalk Garden, The	U-1	
Charde	A2	U-1
Cheyenne Autumn	WB	
Child Is Waiting, A	A2	UA
Children Of The Damned	MGM	
Chushingura	A2	For.
Circus World	Par.	
Cleopatra	B	Fox
Clown And The Kid, The	A1	UA
Come Blow Your Horn	A3	Par.
Come Fly With Me	A2	MGM
Come September-Re	A3	U
Comedy of Terrors, The	AI	
Company Of Cowards, The	MGM	
Condemned Of Altona, The	A3	Fox
Congo Vivo	Col.	
Conjugal Bed, The	B	EMB
Corridors of Blood	A3	Misc.
Counterfeiters Of Paris, The	A3	MGM
Court Martial	A2	UA
Courtship Of Eddie's Father, The	A2	MGM
Creation Of The Humanoids, The	Misc.	
Crimson Blade, The	A1	Col.
Critic's Choice	A3	WB
Cry Of Battle	B	AA

## D

Dark Purpose	U	
Daughter Of The Sun God	Misc.	
Day And The Hour, The	A2	MGM
Day Mars Invaded Earth, The	A1	Fox
Day Of The Triffids, The	A2	AA
Dead Ringer	WB	
Dementia (Filmgroup)	B	A-1
Diamond Head	B	Col.
Diary Of A Madman	A2	UA
Dime With A Halo	A3	MGM
Distant Trumpet, A	WB	
Dr. Crippen	A3	WB
Dr. No	B	UA
Dr. Strangelove	Col.	
Donovan's Reef	A2	Par.
Don't Give Up The Ship-Re	A3	Par.
Drums Of Africa	A1	MGM
Dubious Patriots, The	UA	
Dual Of The Titans	A2	Par.

## E

8 1/2	A4	Emb.
Emil And The Detectives	BV	
Empty Canvas, The	Emb.	
Ensign Pulver	WB	
Erik, The Conqueror	A2	A-1
Eyes of Annie Jones	Fox	

## F

Face In The Rain	Emb.	
Fall Safe	Col.	
Fall Of The Roman Empire	Par.	

GOLIATH AND THE SINS OF BABYLON—(Techniscope; TC)—Mark Forest  
GRAVESIDE STORY, THE—(PV; C)—Vincent Price, Peter Lorre, Boris Karloff  
HOUSE OF TERROR—John Saxon, Leticia Roman  
ITS ALIVE—(C)—Peter Lorre, Elsa Lanchester  
MASQUE OF THE RED DEATH, THE—(PV; C)—Vincent Price, Hazel Court  
MUSCLE BEACH PARTY—Frankie Avalon, Annette Funicello  
SAMSON AND THE SLAVE QUEEN—(C; S)—Allen Steele  
SOME PEOPLE—(C)—Kenneth More  
TORPEDO BAY—James Mason, Lilli Palmer  
TWELVE GUNS EAST—Stewart Granger  
UNDER AGE—Anne MacAdams, Roland Royter

## BUENA VISTA

## DISTRIBUTED DURING THE PAST 12 MONTHS

- FANTASIA—NOV-117m.—(TC)—Leopold Stokowski and Phila. Orchestra—5097 (10-9-63)—Reissue of something different should attract lots of interest in metropolitan sectors  
INCREDIBLE JOURNEY, THE—MD-80m.—(TC)—Emile Genest, John Drainie—5101 (10-23-63)—Interesting Disney presentation  
141 MIRACLE OF THE WHITE STALLIONS—D-118m.—(TC)—Robert Taylor, Lilli Palmer, Curt Jurgens—5033 (4-3-63)—Interesting adventure drama—Filmed in Austria  
143 SAVAGE SAM—MD-104m.—(TC)—Tommy Kirk, Kevin Corcoran, Marta Kisten—5049 (5-29-63)—Exciting Disney melier.  
140 SON OF FLUBBER—C-100m.—Fred MacMurray, Nancy Olson, Ken Murray—5013 (1-23-63)—Disney comedy sequel should be hit with family audiences  
144 SUMMER MAGIC—CD-108m.—(TC)—Hayley Mills, Burl Ives, Dorothy McGuire—5061 (6-26-63)—Another Disney family entertainment  
SWORD IN THE STONE, THE—CAR-75m.—(TC)—Walt Disney—5097 (10-9-63)—Entertaining cartoon entry for kiddies and the young in heart  
THREE LIVES OF THOMASINA, THE—D-97m.—(TC)—Patrick McGeehan, Susan Hampshire—5117 (12-18-63)—Entertaining Disney release—Filmed in England  
20,000 LEAGUES UNDER THE SEA—MD-127m.—(CS; TC)—Kirk Douglas, Peter Lorre—5098 (10-9-63)—Reissue is high rating Disney feature  
YELLOWSTONE CUBS—DOC—47m.—(TC)—Narrated by Rex Allen—5049 (5-29-63)—Entertaining Disney featurette

## TO BE REVIEWED

BRISTLE FACE—Brian Keith, Jeff Donnell  
EMIL AND THE DETECTIVES—Walter Slezak, Cindy Cassell  
MARY POPPINS—(TC)—Julie Andrews, Dick Van Dyke  
MISADVENTURES OF MERLIN JONES, THE—(TC)—Annette, Tommy Kirk  
MOON-SPINNERS, THE—Hayley Mills, Eli Wallach  
TIGER WALKS, A—(TC)—Brian Keith, Vera Miles, Sabu  
THOSE CRAZY CALLOWAYS—(TC)—Brandon De Wilde, Brian Keith

## COLUMBIA

## DISTRIBUTED DURING THE PAST 12 MONTHS

- 719 BYE BYE BIRDIE—MUC-112m.—(PV; EC)—Janet Leigh, Dick Van Dyke, Ann Margaret—5037 (4-17-63)—Solid, popular musical comedy entertainment  
CARDINAL, THE—D-175m.—(PV; TC)—Tom Tryon, Romy Schneider, Carol Lyndley—5101 (10-23-63)—High rating drama is gratifying on all counts  
715 DIAMOND HEAD—D-107m.—(PV; EC)—Charlton Heston, Yvette Mimieux, France Nuyen—5009 (1-9-63)—Lush settings, names boost drama's appeal  
721 FURY OF THE PAGANS—MD-86m.—(Dyaliscope)—Edmund Purdom, Rossana Podesta—5069 (7-24-63)—Another Italian-made spectacle for the program  
GIDGET GOES TO ROME—C-101m.—(EC)—Cindy Carol, James Darren—5073 (8-7-63)—Gidget rides again in colorful entry—Filmed in Italy  
IN THE FRENCH STYLE—D-105m.—Jean Seberg, Stanley Baker—5093 (9-25-63)—Poignant love story of American girl in Paris—Made in France  
722 JASON AND THE ARGONAUTS—FAN-104m.—(EC)—Todd Armstrong, Nancy Kovack—5053 (6-12-63)—Entertaining fantasy features top special effects  
003 JUST FOR FUN—MU-72m.—Mark Wynter, Cherry Roland, Bobby Vee—5061 (6-26-63)—For lower half of program—English  
714 LAWRENCE OF ARABIA—D-222m.—(PV; TC)—Peter O'Toole, Alec Guinness, Anthony Quinn—5005 (12-19-62)—Top ranking adventure epic is loaded with potential  
718 MAN FROM THE DINERS' CLUB, THE—C-96m.—Danny Kaye, Cara Williams—5034 (4-3-63)—Cute comedy with Kaye touch  
MANIAC—MD-86m.—Kerwin Mathews, Nadia Gray—5101 (10-23-63)—Interesting mystery melier—English made  
OLD DARK HOUSE, THE—CMD-86m.—Tom Poston, Janette Scott—5102 (10-23-63)—Amusing comedy shocker—English made  
REACH FOR GLORY—D-89m.—Harry Andrews, Kay Walsh—5093 (9-25-63)—Strong entry for art spots—English made—Royal Films Int.  
RUNNING MAN, THE—MD-103m.—(PV; EC)—Laurence Harvey, Lee Remick—5094 (9-25-63)—Interesting chase yarn—Filmed abroad  
SEIGE OF THE SAXONS—MD-85m.—(TC)—Janette Scott, Ronald Lewis—5089 (9-11-63)—Fair programmer—Filmed in England  
006 THREE STOOGES GO AROUND THE WORLD IN A DAZE, THE—C-94m.—3 Stooges, Joan Freeman—5089 (9-11-63)—Cute take-off on Jules Verne work  
001 13 FRIGHTENED GIRLS—MD-89m.—(EC)—Kathy Dunn, Murry, Hamilton—5061 (6-26-63)—Interesting programmer  
UNDER THE YUM YUM TREE—C-110m.—(EC)—Jack Lemon, Carol Lynley, Dean Jones—5098 (10-9-63)—Amusing romantic comedy  
VICTORS, THE—D-175m.—(PV)—George Hamilton, George Peppard, Romy Schneider, others—5105 (11-6-63)—Provocative and unusual entry of much merit—Filmed abroad

## COMING FEATURES IN ORDER OF RELEASE

Jan. STRAIT-JACKET—Joan Crawford, John Anthony Hayes  
DR. STRANGELOVE—Peter Sellers, Sterling Hayden

## COMING

BEHOLD A PALE HORSE—Gregory Peck, Anthony Quinn  
CONGO VIVO—Jean Sebastian, Bachir Toure  
CRIMSON BLADE, THE—Lionel Jeffries, June Thorburn—English  
FAIL SAFE—Henry Fonda, Dan O'Herlihy  
FASTEST GUN, THE—(C)—Audie Murphy, Merry Anders  
FIRST MEN IN THE MOON—(PV; TC)—Edward Judd, Martha Hyer  
GOOD NEIGHBOR SAM—(C)—Jack Lemmon, Romy Schneider  
HEY THERE, IT'S YOGI BEAR—(C)—Feature Cartoon  
I LOVE, YOU LOVE—(Ultrascope; C)—Don Jada's Japanese Revue, Red Army Choir, Maise Ballet  
LILITH—Warren Beatty, Jean Seberg, Kim Hunter, Peter Fonda  
LONG SHIPS, THE—TE; TC)—Richard Widmark, Sidney Poitier, Leslie Parrish  
LORD JIM—(Super PV; TC)—Peter O'Toole, James Mason, Curt Jurgens  
NEW INTERNS, THE—Michael Callan, Stefanie Powers  
PLAYBOY—(C)—Tony Curtis  
PLAY IT COOLER—Anthony Newly, Anne Aubrey  
PSYCHE 59—Curt Jurgens, Patricia Neal  
PUMPKIN EATER, THE—Anne Bancroft, Peter Finch—English  
SENILITA—Anthony Franciosa, Claudia Cardinale  
SWINGIN' MAIDEN, THE—Michael Craig, Anne Helm, Jeff Donnell  
THESE ARE THE DAMMED—Macdonald Carey, Shirley Ann Field  
TRAVELING LADY, THE—Steve McQueen, Lee Remick  
WATCH IT, SAILOR—Dennis Price, Marjorie Rhodes

## EMBASSY

8 1/2—FAN-135m.—Marcello Mastroianni, Claude Cardinale—5061 (6-26-63)—Strictly for art house sophisticates and Fellini fans—Italian; English titles  
CONJUGAL BED, THE—CD-90m.—Ugo Tognazzi, Vidady—5094 (9-25-63)—Well-made, entertaining import—Italian made; English titles



FACE IN THE RAIN, A—D-81m.—Rory Calhoun, Marina Berti, Niall MacGinnis—5029 (3-20-63)—Supense in war for program  
—Italian; English language  
FURY AT SMUGGLERS BAY—MD-92m.—Peter Cushing, Michele Mercier—5117 (12-18-63)—Mediocre import—English-made  
LANDRU—D-114m.—(EC)—Charles Denner, Michele Morgan—5037 (4-17-63)—Absorbing import—French; English titles  
LOVE AT TWENTY—D-113m.—Jean-Pierre Leaud, Eleanora Rossi Drago—5021 (2-20-63)—Exploitable entry for art sports—  
Filmed abroad; English titles  
MADAME—CD-104m.—(TE; TC)—Sophia Loren, Robert Hossein—5025 (3-6-63)—Exploitable offering for art and other spots  
—Italian made; Dubbed in English  
NIGHT IS MY FUTURE—D-87m.—Mai Zetterling, Birger Malmsten—5009 (1-9-63)—Interesting Ingmar Bergman import—Swed-  
ish; English titles  
WOMEN OF THE WORLD—DOC-107m.—(TC)—Narrated by Peter Ustinov—5065 (7-10-63)—Informative peek at cultural and  
anatomical similarities of women of the world in "Mondi Cane" Fashion—Italian; English narration

#### COMING

Mar. BEAR, THE—Renato Rascal, Francis Blanche  
April APHRODITE, GODDESS OF LOVE—(C)—Isabel Corey  
June PASSIONATE THIEF, THE—Anna Magnani  
June YOUNG GIRLS OF GOOD FAMILY—Ziva Rodann—French  
July LIGHT FANTASTIC, THE—Dolores McDougal, Barry Bartle  
LOVE MAKERS, THE—Claudia Cardinale, Jean-Paul Belmondo  
Sept. THREE PENNY OPERA—Curt Jurgens, June Ritchie  
Oct. GHOST AT NOON—(C)—Brigitte Bardot, Jack Palance  
Nov. EMPTY CANVAS, THE—Bette Davis, Horst Buchholz  
ONLY ONE NEW YORK—Documentary  
YESTERDAY, TODAY AND TOMORROW—Sophia Loren, Marcello Mastroianni  
ZULU—(TR; TC)—Stanley Baker, Jack Hawkins, Ulla Jacobson

#### MGM

#### DISTRIBUTED DURING THE PAST 12 MONTHS

- 5421 ANY NUMBER CAN WIN—MD-111m.—(Dialyscope)—Jean Gabin, Alain Delon—5102 (10-23-63)—Good import—French-made;  
English titles  
315 ARTURO'S ISLAND—D-90m.—Reginald Kerner, Vanni De Maigret, Key Meersman—5009 (1-9-63)—Interesting import for art  
houses—Italian—English titles  
316 CAIRO—MD-91m.—George Sanders, Richard Johnson—5017 (2-6-63)—Okay crime programmer in Egyptian locale  
326 CAPTAIN SINDBAD—FAN-85m.—(TC)—Guy Williams, Heidi Bruhl—5062 (6-26-63)—Well-made fantasy is solid entertain-  
ment—Filmed abroad  
331 CATTLE KING—W-89m.—(EC)—Robert Taylor, Joan Caulfield—5053 (6-12-63)—Large scale western  
322 COME FLY WITH ME—CD-109m.—(PV; MC)—Dolores Hart, Hugh O'Brien, Karl Boehm—5084 (4-3-63)—Romantic adven-  
tures of three airline hostesses  
313 COUNTERFEITERS OF PARIS, THE—CMD-99m.—Jean Gabin, Martine Carol—5029 (3-20-63)—Comedy meller has Gallic  
charm and Jean Gabin—French; English titles  
321 COURTSHIP OF EDDIE'S FATHER, THE—CD-117m.—(PV; MC)—Glenn Ford, Shirley Jones, Ronny Howard—5029 (3-20-63)—  
Fine entertainment for everyone  
318 DIME WITH A HALO—D-94m.—Barbara Luna, Roger Mobley, Paul Langton—5030 (3-20-63)—Satisfactory for the program  
327 DRUMS OF AFRICA—MD-92m.—(MC)—Frankie Avalon, Mariette Hartley—5042 (5-1-63)—Okay adventure yarn for program  
FAMILY DIARY—D-114m.—(TC)—Marcello Mastroianni, Jacques Perrin—5113 (12-4-63)—Drama for art spots—Italian-made;  
English titles  
330 FLIPPER—D-90m.—(MC)—Chuck Connors, Luke Halpin, Kathleen Maguire—5045 (5-15-63)—Good family entertainment  
320 FOLLOW THE BOYS MUC-95m.—(PV; MC)—Connie Francis, Paula Prentiss, Ron Randell—5022 (2-20-63)—Moderate musical  
aimed at teen audiences  
319 FOUR DAYS OF NAPLES, THE—D-124m.—Regina Bianchi, Aldo Guiffre—5037 (4-17-63)—Inspiring Import deserves highest  
rating—Italian; English titles  
401 HAUNTING, THE—D-112m.—(PV)—Julie Harris, Claire Bloom, Richard Johnson—5077 (8-21-63)—Superior shocker with names  
317 HOOK, THE—D-98m.—(PV)—Kirk Douglas, Robert Walker—5013 (1-23-63)—Interesting, well-made drama about men in war  
HOW THE WEST WAS WON—D-155m.—(CN; TC)—James Stewart, Debbie Reynolds, George Peppard, others—4997 (11-  
21-62)—The greatest western spectacle; tops them all  
406 HOOTENANNY HOOT—MU-91m.—Peter Breck, Ruta Lee, Pam Austin—5089 (9-11-63)—Entertaining entry pushing new coun-  
try music craze  
325 IN THE COOL OF THE DAY—D-89m.—(PV; MC)—Jane Fonda, Peter Finch—5049 (5-28-63)—Fairly interesting romance  
323 IT HAPPENED AT THE WORLD'S FAIR—C-105m.—(PV; MC)—Elvis Presley, Joan O'Brien—5038 (4-17-63)—All depends on  
Presley draw  
307 MAIN ATTRACTION, THE—D-90m.—(MC)—Pat Boone, Nancy Kwan—5053 (6-12-63)—Adult drama of young love with circus  
background—Filmed in England and Italy  
340 MONKEY IN WINTER—D-104m.—Jean Gabin, Jean-Paul Belmondo, Suzanne Flon—5017 (2-6-63)—Okay entry for art spots—  
French; English titles  
403 MURDER AT THE GALLOP—CD-81m.—(PV)—Margaret Rutherford, Robert Morley—5065 (7-10-63)—'Miss Marple' returns in  
another delightful mystery-comedy—English  
355 MUTINY ON THE BOUNTY—D-179m.—(PV; TC)—Marlon Brando, Trevor Howard, Tarita—4998 (11-21-62)—High rating ad-  
venture entry  
305 PASSWORD IS COURAGE—CD-116m.—Dirk Bogarde, Maria Perschy—5010 (1-9-63)—Exciting, well-made P.O.W. comedy drama  
—English  
PRIZE, THE—D-135m.—(PV; MC)—Paul Newman, Elke Sommer, Edward G. Robinson—5114 (12-4-63)—Names, plenty of action  
boost plush drama—Partly made in Sweden  
324 RIFIPI IN TOKYO—MD-89m.—Karl Boehm, Barbara Lass—5042 (5-1-63)—Ordinary crime meller is program material—Made  
in Japan  
306 SAVAGE GUNS, THE—W-85m.—(MC; MS)—Richard Basehart, Marie Grenada—5022 (2-20-63)—Average western for program  
Made in Spain  
309 SEVEN SEAS TO CALAIS—MD-102m.—(CS; EC)—Rod Taylor, Irene Worth—5030 (3-20-63)—Good Swashbuckling Adventure  
—Italian; spoken in English  
328 SLAVE, THE—MD-102m.—(CS; EC)—Steven Reeves—5045 (5-15-63)—Good action entry about ancient Romans—Italian-made  
dubbed in English  
SQUARE OF VIOLENCE—MD-113m.—(Wide Screen)—Broderick Crawford—5098 (10-9-63)—Okay programmer—European made  
SUNDAY IN NEW YORK—C-105m.—(MC)—Cliff Robertson, Jane Fonda, Rod Taylor—5117 (12-18-63)—Bright, sophisticated  
comedy to suit adult tastes  
333 TARZAN'S THREE CHALLENGES—MD-92m.—(Dylascope; MC)—Jock Mahoney, Woody Strode—5066 (7-10-63)—Colorful Tarzan  
adventure—Filmed abroad  
334 TICKLISH AFFAIR, A—AC-89m.—(PV; MC)—Shirley Jones, Gig Young, Red Buttons—5066 (7-10-63)—Mild romantic comedy  
aimed at family audiences  
409 TWILIGHT OF HONOR—D-104m.—(PV)—Richard Chamberlain, Nick Adams, Joan Blackman—5094 (9-25-63)—Interesting  
trial drama for adults  
404 WHEELER DEALERS, THE—C-106m.—(PV; MC)—James Garner, Lee Remick—5094 (9-25-63)—Money-men run riot in bright,  
star-filled farce  
356 WONDERFUL WORLD OF THE BROTHERS GRIMM, THE—CDFAN-129m.—(CN; TC)—Laurence Harvey, Claire Bloom, Wal-  
ter Slezak—4958 (7-25-62)—High rating  
336 YOUNG AND THE BRAVE, THE—D-84m.—Rory Calhoun, William Bendix—5046 (5-15-63)—Okay programmer  
402 V.I.P.'s THE—D-119m.—(PV; MC)—Elizabeth Taylor, Richard Burton, Louis Jourdan—5077 (8-21-63)—A big one with potent  
names—English made

#### COMING FEATURES IN ORDER OF RELEASE

DAY AND THE HOUR, THE—Simon Signoret, Stuart Whitman  
TWO ARE GUILTY—(Dialyscope)—Anthony Perkins, Jean Claude Braly  
VICE AND VIRTUE—Catherine Daneuve, Annie Girardot, Robert Hasseln  
TIKO AND THE SHARK—(WS; C)—Tahitian Cast  
CHILDREN OF THE DAMNED—Jan Hendry, Alan Badel—England  
Feb. MAIL ORDER BRIDE—(PV; MC)—Buddy Ebsen, Kier Dullea

#### COMING

AMERICANIZATION OF EMILY, THE—James Garner, Julie Andrews, Melvyn Douglas  
COMPANY OF COWARDS, THE—(PV)—Glenn Ford, Stella Stevens, Jim Backus  
GLADIATORS SEVEN—(CS)—Richard Harrison  
GLOBAL AFFAIR, A—Bob Hope, Lilo Pulver, Yvonne DeCarlo  
GOLDEN ARROW, THE—(TE; EC)—Tab Hunter, Rosanna Padesta  
GOLD FOR THE CAESARS—(C)—Jeffrey Hunter  
GUNFIGHTERS AT CASA GRANDE—Alex Nicol  
HONEYMOON HOTEL—Robert Goulet, Nancy Kwan  
KISSIN' COUSINS—(PV; MC)—Elvis Presley, Pamela Austin  
LOOKING FOR LOVE—(MC)—Connie Francis, Jim Hutton  
LOVE CAGE—Jane Fonda, Alan Delon  
MGM'S BIG PARADE OF COMEDY—Compilation  
MURDER MOST FOUL—Margaret Rutherford, Terry Scott  
NIGHT MUST FALL—Albert Finney—English  
NIGHT OF THE IGUANA—Richard Burton, Ava Gardner, Deborah Kerr  
OF HUMAN BONDAGE—(PV; MC)—Klm Novak, Laurence Harvey  
POSTMAN'S KNOCK—Spike Milligan, Barbara Shelley

Family Diary ..... A2 MGM  
Fantasia—Re. .... A2 BV  
Farewell To Arms, A—Re. .... B Fox  
• Fastest Gun, The ..... Col.  
• FBI Code 98 ..... WB  
• Fear ..... A-1  
55 Days At Peking ..... A1 AA  
Firebrand ..... B Fox  
• First Men In The Moon ..... Col.  
Five Miles To Midnight ..... A3 UA  
• Flight From Ashiya ..... UA  
• Flight Into Fright ..... A-1  
Flipper ..... A1 MGM  
Follow The Boys ..... B MGM  
For Love Or Money ..... B U-1  
• For Those Who Think Young ..... UA  
Four Days Of Naples ..... A2 MGM  
• Four For Texas ..... B WB  
Free White and 21 ..... B A-1  
French Came, The ..... For.  
• From Russia, With Love ..... UA  
Fun In Acapulco ..... A3 Par.  
Fury at Smuggler's Bay ..... Emb.  
Fury Of The Pagans ..... A2 Col.

#### G

Gathering Of Eagles, A ..... A1 U-1  
• Ghost At Noon ..... Emb.  
Giant—Re ..... A1 WB  
Gidget Goes To Rome ..... A1 Col.  
Girl Hunters, The ..... B For.  
• Girl With Green Eyes ..... UA  
• Gladiators Seven ..... MGM  
• Global Affair, A ..... MGM  
• Gold For The Caesars ..... MGM  
• Golden Arrow, The ..... MGM  
• Goliath And The Sins Of .....  
Babylon ..... A-1  
Gone Are The Days ..... A2 Misc.  
• Good Neighbor Sam ..... Col.  
• Good Soup, The ..... Fox  
• Graveside Story, The ..... A-1  
Great Caruso, The—RE ..... A1 Misc.  
Great Escape, The ..... A1 UA  
• Great Race, The ..... WB  
Great Van Robbery, The ..... A1 UA  
• Greatest Story Ever Told, The .. UA  
Greenwich Village Story ..... Misc.  
Gunfight At Comanche Creek .. A3 AA  
Gunfight At The Ok .....  
Corral—Re. .... B Par.  
• Gunfighter At Casa Grande .... MGM  
• Gunhand, The ..... U  
Gun Hawk, The ..... B AA

#### H

Hand Of Death ..... A2 Fox  
Harbor Lights ..... A2 Fox  
Haunted Palace ..... A2 A-1  
Haunting, The ..... A2 MGM  
• He Rides Tall ..... B U  
Head, The ..... B For.  
Heavenly Bodies ..... Misc.  
Heavens Above ..... A3 For.  
• Hey There, It's Yogi Bear ..... Col.  
• Hide And Seek ..... A2 U  
• Honeymoon Hotel ..... MGM  
Hook, The ..... A2 MGM  
Hootenanny Hoot ..... A2 MGM  
• Horror Of It All, The ..... Fox  
Hot Money Girl ..... For.  
• House of Terror ..... A-1  
House Of The Damned ..... A2 Fox  
Householder, The ..... A2 For.  
How The West Was Won ..... A1 MGM  
Hud ..... A3 Par.

#### I

I Could Go On Singing ..... A3 UA  
• I Love, You Love ..... C Col.  
Incredible Journey, The ..... BV  
In The French Style ..... A3 Col.  
In The Cool Of The Day ..... B MGM  
• Incredible Mr. Limpet, The .... A1 WB  
Invasion Of The Star Creatures .. A1 A-1  
• Invitation To A Gunfighter .... UA  
Irma La Douce ..... 8 UA  
Island Of Love ..... B WB  
• Island Of The Blue Dolphins .. U  
It Happened At The World's Fair A2 MGM  
• It's Alive ..... A1  
It's A Mad, Mad, Mad, Mad .....  
World ..... A1 UA

#### J

Jason and the Argonauts ..... A1 Col.  
Johnny Cool ..... B UA  
Julie The Redhead ..... For  
Just For Fun ..... A2 Col.



## K

King Kong vs. Godzilla	A1	U
Kings Of The Sun	UA	
Kiss Of The Vampire	A2	U
Kisses For My President		WB
Kissin' Cousins		MGM

## L

Ladies Who Do	A2	For.
Ladybug, Ladybug		UA
Lady In A Cage	B	Par.
Lancelot And Guinevere (Sword of Lancelot)	A2	U-I
La Poupée		For.
Landru	B	Emb.
Lassie's Great Adventure	A1	Fox
Last Train From Gun Hill		
The—Re.	A2	Par.
Lawrence Of Arabia	A2	Col.
Law Of The Lawless		Par.
Lazarillo	A2	For.
Le Amiche (The Girl Friends)		For.
Leopard, The	A3	Fox
Life In Danger, A	A2	AA
Light Fantastic, The	B	Emb.
Lilies Of The Field, The	A1	UA
Lilith		Col.
List Of Adrian Messenger, The	A1	U-I
Long Absence, The	A2	For.
Long Ships, The		Col.
Longest Day, The	A1	Fox
Looking For Love		MGM
Lord Jim		Col.
Lord Of The Flies	A2	For.
Love At Twenty	A3	EMB
Love Cage		MGM
Love Is A Ball	A3	UA
Love Makers, The		Emb.
Love With the Proper Stranger	A3	Par.
Lover Come Back—Re.	B	U

## M

Madame	B	Emb.
Mail Order Bride		MGM
Main Attraction, The	B	MGM
Man From The Diners' Club	A1	Col.
Man From Galveston, The	A2	WB
Man In The Middle		Fox
Man Who Knew Too Much, The		
—RE	A1	Par.
Maniac	A3	Col.
Man's Favorite Sport?	A3	U-I
Marilyn	B	Fox
Marnie		U
Mary Poppins		BV
Marriage Of Figaro	A3	For.
Mary, Mary	A2	WB
Masque Of The Red Death		AI
MGM's Big Parade Of Comedy		MGM
McLintock	A1	UA
Merlin Jones		BV
Mighty Ursus	A2	UA
Mill Of The Stone Women		For.
Mind Benders, The	A3	A-I
Miracle Of The White Stallions	A1	BV
Misadventures of Merlin Jones	A1	BV
Monkey In Winter	A3	MGM
Monstrosity		Misc.
Moon-Splnners, The		BV
Move Over, Darling		Fox
Murder At The Gallop	A1	MGM
Murder Most Foul		MGM
Muriel	A3	For.
Muscle Beach Party	A1	
Mutiny On The Bounty	A2	MGM
My Fair Lady		WB
My Hobo		For.
My Life To Live	C	For.
My Name Is Ivan	A2	For.
My Six Loves	A1	Par.
My Son, The Hero	A1	UA
My Son the Vampire		For.
Myster Submarine	A1	U-I

## N

Naked Autumn		For.
Naked Kiss, The		AA
Natives Are Restless Tonight, The		MGM
Nature's Sweethearts		Misc.
New Interns, The		Col.
New Kind Of Love, A	B	Par.
Night Is My Future	B	Emb.
Night Must Fall		MGM
Night Of The Iguana		MGM
Night Tide (Filmgroup)		A-I
Nightmare		U
Nine Hours To Rama	A3	Fox
Now It Can Be Told		AA
Nutty Professor, The	A1	Par.

## O

Of Human Bondage		MGM
Of Love And Desire	B	Fox
Old Dark House, The	A2	Col.
One Man's Way		UA
1000 Shapes Of A Female		Misc.
Operation Bikini	B	A-I
Only One New York		Emb.
Ordered To Love		For.
Out-Of-Towners, The		WB

RHINO—(MC)—Harry Guardino, Robert Culp  
 SEVEN FACES OF DR. LAO, THE—(WS; C)—Tony Randall, Barbara Eden  
 SIGNPOST TO MURDER—(PV)—Joanne Woodward, Stuart Whitman  
 SMOG—(WS)—Annie Girardot, Renato Salvatore  
 TAMAHINE—(C)—Nancy Kwan, John Fraser  
 UNSINKABLE MOLLY BROWN, THE—(PV; MC)—Debbie Reynolds, Harve Presnell  
 VILLAGE OF DAUGHTERS—Eric Sykes, Gregoire Aslan  
 VIVA LAS VEGAS—PV; MC)—Elvis Presley, Ann Margret

## PARAMOUNT

## DISTRIBUTED DURING THE PAST 12 MONTHS

6307	ALL THE WAY HOME—D—103m.—Jean Simmons, Robert Preston, Michael Kearney—5095 (9-25-63)—Well made drama for discriminating audiences
6221	COME BLOW YOUR HORN—C—112m.—(PV; TC)—Frank Sinatra, Molly Picon, Barbara Rush—5049 (5-29-63)—Very funny comedy should roll to top returns
6220	DONOVAN'S REEF—CD—107m.—(TC)—John Wayne, Lee Marvin, Elizabeth Allen—5062 (6-26-63)—Sell the names and the action
R6301	DON'T GIVE UP THE SHIP—C—89m.—Jerry Lewis—5073 (8-7-63)—Amusing Lewis entry—Reissue
6217	DUEL OF THE TITANS—MD—90m.—(CS; EC)—Steve Reeves, Gordon Scott, Virna Lisi—5062 (6-26-63)—Actionful, large scale spectacle of ancient times—French-Italian co-production; dubbed in English
6305	FUN IN ACAPULCO—MU—100m.—(TC)—Elvis Presley, Ursula Andress—5109 (11-20-63)—Presley sings again
R6218	GUNFIGHT AT THE O.K. CORRAL—W—122m.—(TC)—Burt Lancaster, Kirk Douglas—5056 (6-12-63)—Super western rates high—Reissue
6216	HUD—D—112m.—(PV)—Paul Newman, Melvin Douglas, Patricia Neal—5046 (5-15-63) High rating dramatic entertainment
R6223	LAST TRAIN FROM GUN HILL, THE—W—94m.—(TC)—Kirk Douglas, Anthony Quinn—5056 (6-12-63)—Suspenseful, big scale western—Reissue
	LOVE WITH THE PROPER STRANGER—D—100m.—Natalie Wood, Steve McQueen—5118 (12-18-63)—Warm, entertaining drama of youngsters searching for love
R6214	MAN WHO KNEW TOO MUCH, THE—MD—120m.—(VV; TC)—James Stewart, Doris Day—5046 (5-15-63)—Reissue of high rating Hitchcock thriller
6213	MY SIX LOVES—CD—101m.—(TC)—Debbie Reynolds, Cliff Robertson—5025 (3-6-63)—Warm, entertaining family treat
6304	NEW KIND OF LOVE, A—C—110m.—(TC)—Paul Newman, Joanne Woodward, Thelma Ritter—5090 (9-11-63)—Entertaining comedy
6219	NUTTY PROFESSOR, THE—C—107m.—(TC)—Jerry Lewis, Stella Stevens—5046 (5-15-63)—Jerry Lewis rides again
6212	PAPA'S DELICATE CONDITION—C—98m.—(TC)—Jackie Gleason, Glynis Johns—5022 (2-20-63)—Comedy offers fun for the family
6318	PARIS PICK-UP—D—90m.—Robert Houssein, Lea Massari—5114 (12-4-63)—Mystery meller import of average interest—French-made; dubbed in English
R6302	ROCK-A-BYE BABY—C—116m.—(TC)—Jerry Lewis—5073 (8-7-63)—Highly amusing Lewis entry—Reissue
6317	SON OF CAPTAIN BLOOD—MD—88m.—(CS; TC)—Sean Flynn, Ann Todd—5114 (12-4-63)—Fair action entry—Made abroad
R6308	TO CATCH A THIEF—MYC—106m.—(VV; TC)—Cary Grant, Grace Kelly—5073 (8-7-63)—High rating entertainment—Reissue
R6215	TROUBLE WITH HARRY, THE—C—99m.—(VV; TC)—Edmund Gwenn, John Forsythe, Shirley MacLaine—5046 (5-15-63)—Reissue is off-beat, amusing Hitchcock entry
R6309	VERTIGO—MD—127m.—(VV; TC)—James Stewart, Kim Novak—5073 (8-7-63)—Names will help suspense film—Reissue
6310	WHO'S BEEN SLEEPING IN MY BED?—C—103m.—(PV; TC)—Dean Martin, Elizabeth Montgomery, Carol Burnett—5114 (12-4-63)—Sophisticated, adult comedy
6306	WHO'S MINDING THE STORE?—C—90m.—(TC)—Jerry Lewis, Jill St. John—5114 (12-4-63)—Amusing Lewis entry
6303	WIVES AND LOVERS—C—103m.—Janet Leigh, Van Johnson, Shelly Winters—5073 (8-7-63)—Loads of laughs in sophisticated comedy about romantic hi-jinks

## COMING FEATURES IN ORDER OF RELEASE

Feb.	SEVEN DAYS IN MAY—Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner
April	LADY IN A CAGE—Olivia de Havilland, Jeff Corey, Ann Sothorn
April	PARIS WHEN IT SIZZLES—(TC; PV)—William Holden, Audrey Hepburn
May	LAW OF THE LAWLESS—(TC)—Dale Robertson, Yvonne De Carlo, William Bendix

## COMING

BECKET—(PV; EC)—Richard Burton, Peter O'Toole  
 CARPETBAGGERS, THE—(70mm. PV; TC)—George Peppard, Alan Ladd, Carroll Baker, Martha Hyer  
 CIRCUS WORLD—(TC)—John Wayne, Claudia Cardinale, John Smith, Rita Hayworth  
 FALL OF THE ROMAN EMPIRE—(UltraPV; TC)—Sophia Loren, Stephen Boyd  
 ROBINSON CRUSOE ON MARS—(TS; TC)—Paul Mantee, Vic Lundin  
 STAGECOACH TO HELL—(TC)—Barry Sullivan, Marilyn Maxwell, Scott Brady  
 WHERE LOVE HAS GONE—(TS; TC)—Susan Hayward, Bette Davis

## 20TH CENTURY-FOX

## DISTRIBUTED DURING THE PAST 12 MONTHS

216	AIR PATROL—MD—70m.—(CS)—Willard Parker, Merry Anders—5014 (1-23-63)—Average police meller
304	DAY MARS INVADED EARTH, THE—MD—70m.—(CS)—Kent Taylor, Marie Windsor—5050 (5-29-63)—Unusual, interesting programmer
	CLEOPATRA—D—221m.—(Todd-AO; DC)—Elizabeth Taylor, Richard Burton, Rex Harrison—5062 (6-26-63)—Superior entertainment
312	CONDEMNED OF ALTONA, THE—D—114m.—Sophia Loren, Maximilian Schell, Fredric March—5090 (9-11-63)—Powerful, disturbing drama for discriminating—Made in Europe
320	FAREWELL TO ARMS, A—D—123m.—(CS; DC)—Rock Hudson, Jennifer Jones—5090 (9-11-63)—Fine filmization of famous book—Reissue
217	FIREBRAND, THE—W—63m.—(CS)—Kent Taylor, Lisa Montell, Valentin De Vargas—5010 (1-9-63)—Okay western
212	HAND OF DEATH—MD—62m.—(CS)—John Agar, Paula Ramond—5038 (4-17-63)—'Moster' dualler
317	HARBOR LIGHTS—MD—68m.—(CS)—Kent Taylor, Miriam Colon—5069 (7-24-63)—Fair programmer
313	HOUSE OF THE DAMNED—MD—62m.—(CS)—Ronald Foster, Merry Anders—5042 (5-1-63)—Good "haunted house" meller for duallers
311	LEOPARD, THE—D—161m.—(CS; DC)—Burt Lancaster, Alan Delon, Claudia Cardinale—5078 (8-21-63)—Cannes prize winner is over-long entry for art, specialty spots—Italian-made
318	LONGEST DAY, THE—D—180m.—(CS)—All-star cast—4986 (10-10-62)—High rating war entry—Filmed abroad
302	MARILYN—DOC—83m.—(CS; C and black and white)—Narrated by Rock Hudson—5056 (6-12-63)—Mildly impressive documentary on late Marilyn Monroe
324	MOVE OVER DARLING—C—103m.—(CS; DC)—Doris Day, James Garner, Polly Bergen—5115 (12-4-63)—Entertaining comedy
307	NINE HOURS TO RAMA—D—125m.—(CS; DC)—Horst Buchholz, Jose Ferrer, Valerie Gearon—5022 (2-20-63)—Engrossing dramatic reenactment of Gandhi's assassination—Filmed in India and England
319	OF LOVE AND DESIRE—D—97m.—(DC)—Merle Oberon, Steve Cochran, Curt Jurgens—5090 (9-11-63)—Romantic drama is fair entry for adults only—Mexican-made
316	POLICE NURSE—MD—64m.—(CS)—Ken Scott, Merry Anders—5050 (5-29-63)—For the lower half
306	ROBE, THE—D—133m.—(TC; CS)—Richard Burton, Jean Simmons—5017 (2-6-63)—Excellent—Reissue
301	SODOM AND GOMORRAH—D—154m.—(DC)—Stewart Granger, Pier Angeli—5014 (1-23-63)—Biblical spectacle flavored with sin for mass market—Made in Italy
309	STRIPPER, THE—D—95m.—(CS)—Joanne Woodward, Richard Beymer—5042 (5-1-63)—Interesting drama
323	TAKE HER, SHE'S MINE—C—98m.—(CS; DC)—James Stewart, Sandra Dee, Audrey Meadows—5102 (10-23-63)—Highly amusing romantic comedy
308	THIRTY YEARS OF FUN—COMP—85m.—Produced by Robert Youngson—5023 (2-20-63)—Highly amusing compilation of footage of yesteryear
326	THUNDER ISLAND—MD—65m.—(CS)—Gene Nelson, Fay Spain, Miriam Colon—5098 (10-9-63)—Good programmer
315	YELLOW CANARY, THE—D—93m.—(CS)—Pat Boone, Barbara Eden—5038 (4-17-63)—Well-made mystery thriller

## COMING FEATURES IN ORDER OF RELEASE

Sept.	LASSIE'S GREAT ADVENTURE—(DC)—June Lockhart, Hugh Reilly
Nov.	YOUNG SWINGERS, THE—(CS)—Molly Bee
Jan.	MAN IN THE MIDDLE—(CS)—Robert Mitchum, France Nuyen
Jan.	SURF PARTY—(CS)—Bobby Vinton, Jackie DeShannon

## COMING

AMOK—Jock Mahoney, Margia Dean  
 EYES OF ANNIE JONES, THE—Richard Conte, Francesca Annis  
 GOOD SOUP, THE—(CS)—Franchot Tone, Annie Girardot  
 HORROR OF IT ALL, THE—Pat Boone, Erica Rogers  
 SHOCK TREATMENT—(CS)—Stuart Whitman, Carol Lynley  
 THIRD SECRET, THE—(CS)—Stephen Boyd, Pamela Franklin—English  
 VISIT, THE—(CS)—Ingrid Bergman, Anthony Quinn  
 WHAT A WAY TO GO!—(CS; DC)—Shirley MacLaine, Paul Newman, Robert Mitchum



UNITED ARTISTS

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6310 **AMAZONS OF ROME**—SPEC.—93m.—(EC)—Louis Jourdan, Sylvia Syms—5025 (3-6-63)—Actionful ancient war spectacle—French-Italian co-production; dubbed in English
- BEAUTY AND THE BEAST**—MD-77m.—(TC)—Joyce Taylor, Mark Damon—5095 (9-25-63)—Okay family programmer—Harvard
- BIG RISK, THE**—D-111m.—Lino Ventura, Sandra Milo—5056 (6-12-63)—Interesting crime meller—Franco-Italian co-production; dubbed in English—Amon
- 6314 **CALL ME BWANA**—C-103m.—(EC)—Bob Hope, Anita Ekberg, Edie Adams—5050 (5-29-63)—Entertaining Hope entry—Eon
- 6315 **CARETAKERS, THE**—D-97m.—Robert Stack, Polly Bergen, Joan Crawford—5078 (8-21-63)—Gripping drama of life in mental hospital—Barlett
- CEREMONY, THE**—D-105m.—Laurence Harvey, Sarah Miles—5118 (12-18-63)—Best for the arty set—Harvey
- 6305 **CHILD IS WAITING, A**—D-102m.—Burt Lancaster, Judy Garland—5014 (1-23-63)—Touching drama of retarded children, has top names—Kramer
- 6207 **CLOWN AND THE KID, THE**—D-66m.—John Lupton, Mike McGeevey, Mary Webster—5091 (9-11-63)—For the lower half and Saturday matinees—Harvard
- COURT MARTIAL**—MD-82m.—Karlheinz Boehm, Sabina Sesselman—5098 (10-9-63)—Interesting, tragic war story—German-made; dubbed in English
- 6308 **DIARY OF A MADMAN**—MD-96m.—(TC)—Vincent Price, Nancy Kovack—5025 (3-6-63)—Good horror show for program—Admiral
- 6307 **DR. NO**—MD-111m.—(TC)—Sean Connery, Ursula Andress—5034 (4-3-63)—High rating adventure drama loaded with sex, skullduggery, and thrills—English—Saltzman-Broccoli
- 6306 **FIVE MILES TO MIDNIGHT**—D-110m.—Sophia Loren, Anthony Perkins—5023 (2-20-63)—Drama has suspense, intrigue, other angles—Litvak
- 6312 **GREAT ESCAPE, THE**—MD-168m.—(PV; DC)—Steve McQueen, James Garner—5038 (4-17-63)—Solid, exciting, suspenseful P.O.W. yarn—Mirisch
- 6302 **GREAT VAN ROBBERY, THE**—MD-73m.—Denis Shaw, Kay Collard—5014 (1-23-63)—Okay action programmer—Danziger—English
- 6311 **I COULD GO ON SINGING**—DMU-99m.—(PV; TC)—Judy Garland, Dirk Bogarde—5030 (3-20-63)—Entertaining drama—English
- 6313 **IRMA LA DOUCE**—C-146m.—(PV; TC)—Jack Lemmon, Shirley MacLaine—5056 (6-12-63)—Highly entertaining entry for adult audiences—Mirisch
- 6401 **IT'S A MAD, MAD, MAD, MAD WORLD**—C-194m. plus intermission—(Cinerama; ultra-Panavision; TC)—Spencer Tracy, Milton Berle, Ethel Merman, others—5109 (11-20-63)—High rating entertainment—Kramer
- 6319 **JOHNNY COOL**—MD-101m.—Henry Silva, Elizabeth Montgomery—5091 (9-11-63)—Actionful killer-gangster meller—Chrislaw
- KINGS OF THE SUN**—D-108m.—(PV; DC)—Yul Brynner, Shirley Anne Field—5118 (12-18-63)—Names must carry mild spectacle—Mirisch
- LADYBUG, LADYBUG**—D-84m.—Jane Connell, William Daniels—5119 (12-18-63)—Off-beat drama with a message—Perry
- 6321 **LILIES OF THE FIELD, THE**—CD-94m.—Sidney Poitier, Lilla Skala—5073 (8-7-63)—Heartwarming, delightful family entertainment—Rainbow
- 6309 **LOVE IS A BALL**—C-112m.—(PV; TC)—Glenn Ford, Hope Lange, Charles Boyer—5026 (3-6-63)—Slick sophisticated comedy romp—Oxford-Gold Medal
- 6322 **MC LINTOCK**—W-127m.—(PV; TC)—John Wayne, Maureen O'Hara—5112 (11-20-63)—Well-made fun western
- 6220 **MIGHTY URSUS**—MD-92m.—(EC)—Ed Fury, Christina Cagioni—5010 (1-9-63)—Ancient legend is a fair thriller—Italy and Spain; dubbed in English—Cine Italia and Atena
- 6320 **MY SON, THE HERO**—MD-111m.—(TC)—Pedro Armendariz, Antonella Lualdi—5095 (9-25-63)—Adventure yarn offers fun—Italian-made; dubbed in English
- 6323 **STOLEN HOURS**—D-100m.—(DC)—Susan Hayward, Michael Craig—5098 (10-9-63)—Well-done heart-tugger aimed at the ladies—English-made—Mirisch
- 6226 **THIRD OF A MAN**—D-80m.—Simon Oakland, Jimmy Gaines—5091 (9-11-63)—Family programmer of mental illness—Phoenix
- TOM JONES**—C-131m.—(EC)—Albert Finney, Susannah York—5100 (10-9-63)—High rating entry for adult audiences—English-made
- 6316 **TOYS IN THE ATTIC**—D-90m.—(PV)—Dean Martin, Geraldine Page, Wendy Hiller, Yvette Mimieux—5063 (6-26-63)—Powerful, adult drama—Mirisch-Claude
- 6318 **TWICE TOLD TALES**—MD-119m.—(TC)—Vincent Price, Mari Blanchard—5099 (10-9-63)—Okay horror item—Kent

COMING FEATURES IN ORDER OF RELEASE

Feb. **ONE MAN'S WAY**—Don Murray, Diana Hyland—Ross

COMING

- BEST MAN, THE**—Henry Fonda, Cliff Robertson, Margaret Leighton-Miller-Turman
- DAYS OF PERANG**—William Holden, Susannah York—Helvia
- DUBIOUS PATRIOTS, THE**—(PV; C)—Stewart Granger, Henry Silva, Raf Vallone, Mickey Rooney—Corman
- FLIGHT FROM ASHIYA**—(PV; C)—Yul Brynner, Suzy Parker—Hecht
- FOR THOSE WHO THINK YOUNG**—(TS; TC)—James Darren, Pamela Tiffin—Essex
- FROM RUSSIA, WITH LOVE**—(TS; TC)—Sean Connery, Lotte Lenya—Eon
- GIRL WITH GREEN EYES**—Rita Tushingham, Peter Finch—Woodfall—English
- GREATEST STORY EVER TOLD, THE**—(CN; TC)—Max Von Sydow, Charlton Heston—George Stevens
- INVITATION TO A GUNFIGHTER**—(PV; EC)—Yul Brynner, Janice Rule—Kramer
- ONE MAN'S WAY**—Don Murray, Diana Hyland—Ross
- PINK PANTHER, THE**—(Super-TE 70; TC)—Peter Sellers, Capucine, David Niven, Robert Wagner—Mirisch
- PROPER TIME, THE**—Tom Laughlin, Nira Monsour—Laughlin
- SHOT IN THE DARK, A**—Elke Sommer, Peter Sellers—Mirisch
- 633 SQUADRON**—(PV; C)—Cliff Robertson, George Chakiris—Mirisch
- TOPKATI**—Melina Mercouri, Peter Ustinov, Maximilian Schell—Filmways
- TRAIN, THE**—Burt Lancaster, Jeanne Moreau
- WOMAN OF STRAW**—(C)—Gina Lollobrigida, Sean Connery
- WORLD OF HENRY ORIENT, THE**—(PV; C)—Peter Sellers, Angela Lansbury—Pan Arts

UNIVERSAL

DISTRIBUTED DURING THE PAST 12 MONTHS

- 6307 **BIRDS, THE**—D-120m.—(TC)—Rod Taylor, Jessica Tandy, Tippi Hedren—5034 (4-3-63)—Different Hitchcock offering looks like strong boxoffice
- CAPTAIN NEWMAN, M.D.**—CD-126m.—(EC)—Gregory Peck, Tony Curtis, Angie Dickinson, Bobby Darin—5103 (10-23-63)—Very good comedy drama
- 6303 **COME SEPTEMBER**—C-112m.—(TC; CS)—Rock Hudson, Gina Lollobrigida, Sandra Dee, Bobby Darin—5017 (2-6-63)—Highly enjoyable comedy—Reissue
- CHARADE**—CMD-114m.—(TC)—Cary Grant, Audrey Hepburn—5095 (9-25-63)—Pleasing, well-made entertainment—Filmed abroad
- 6319 **FOR LOVE OR MONEY**—C-108m.—(EC)—Kirk Douglas, Mitzi Gaynor—5063 (6-26-63)—Fun entry is well made
- 6313 **GATHERING OF EAGLES, A**—D-115m.—(EC)—Rock Hudson, Rod Taylor, Mary Peach—5057 (6-12-63)—The Strategic Air Command in action
- 6314 **KING KONG VS GODZILLA**—MD-90m.—(C)—Michael Keith, James Yagi—5057 (6-12-63)—Exploitable science fiction entry for program—Japanese made
- 6318 **KISS OF THE VAMPIRE**—MD-88m.—(EC)—Clifford Evans, Niel Willman—5074 (8-7-63)—Good horror entry—English
- 6312 **LANCELOT AND GUINEVERE (SWORD OF LANCELOT)**—D-116m.—(PV; EC)—Cornel Wilde, Jean Wallace—5042 (5-1-63)—Colorful tale of Knights of yesteryear—English made
- 6315 **LIST OF ADRIAN MESSENGER, THE**—MD-98m.—George C. Scott, Dana Wynter—5050 (5-29-63)—Absorbing, well-made mystery
- 6302 **LOVER COME BACK**—C-107m.—(EC)—Rock Hudson, Doris Day—5017 (2-6-63)—Comedy has angles to make it a hit—Reissue
- 6305 **MYSTERY SUBMARINE**—MD-90m.—Edward Judd, James Robertson Justice—5010 (1-9-63)—Okay program entry—English
- 6309 **PARANOIAC**—MD-80m.—Jeanette Scott, Oliver Reed—5039 (4-17-63)—Interesting horror import—English
- RAIDERS, THE**—W-75m.—(C)—Robert Culp, Brian Keith, Judi Meredith—5119 (12-18-63)—For the lower half
- 6310 **SHOWDOWN**—W-79m.—Audie Murphy, Kathleen Crowley—5039 (4-17-63)—For lower half of program
- SWORD OF LANCELOT—SEE LANCELOT AND GUINEVERE**
- 6311 **TAMMY AND THE DOCTOR**—CD-88m.—(EC)—Sandra Dee, Peter Fonda—5047 (5-15-63)—Cute series entry

P

- Pagan Island ..... Misc. For.
- Pair Of Briefs, A ..... B WB
- Palm Springs Week-End ..... A2 U-I
- Parnoiac ..... A1 Par.
- Papa's Delicate Condition ..... Par.
- Paris Pick-Up ..... AA
- Party, The ..... Par.
- Paris When It Sizzles ..... A3 Emb.
- Passionate Thief, The ..... A1 MGM
- Password Is Courage, The ..... B AA
- Payroll ..... Misc. UA
- Peep Shows Of Paris ..... For.
- Perang ..... A3 UA
- Pillar Of Fire, The ..... For.
- Pink Panther ..... Col.
- Pirate And The Slave Girl ..... For.
- Playboy ..... Misc.
- Playgirls And The Vampire, The ..... A2 AA
- Playgirls International ..... Col.
- Play It Cool ..... C For.
- Play It Cooler ..... A3 Fox
- Please, Not Now! ..... MGM
- Police Nurse ..... A1 WB
- Postman's Knock ..... A3 MGM
- PT 109 ..... Misc. UA
- Prize, The ..... Col.
- Promises, Promises ..... Col.
- Proper Time, The ..... A3 A-I
- Psyche 59 ..... Col.
- Pumpkin Eater, The ..... A3 A-I
- Pyro ..... A3 A-I

R

- Rage Of The Buccaneers ..... For.
- Raiders, The ..... A1 U
- Rampage ..... B WB
- Raven, The ..... A1 A-I
- Reach For Glory ..... Col.
- Renegade Posse ..... U
- Reptilicus ..... A1 A-I
- Resurrection ..... For.
- Rhino ..... MGM
- Riffi In Tokyo ..... A3 MGM
- Robe, The—Re. .... A1 Fox
- Robin And The 7 Hoods ..... WB
- Robinson Crusoe On Mars ..... Par.
- Rock-A-Bye Baby—Re. .... A1 Par.
- Run With The Devil ..... For.
- Running Man, The ..... A3 Col.

S

- Samson And The 7 Miracles Of The World ..... A2 A-I
- Samson And The Slave Queen ..... A-I
- Sanjuro ..... A2 For.
- Savage Sam ..... A1 BV
- Savage Guns ..... A2 MGM
- Scanty Panties ..... Misc.
- Season For Love, The ..... For.
- Senilita ..... Col.
- Seven Days In May ..... A2 Par.
- Seven Faces Of Dr. Lao, The ..... MGM
- Seven Seas To Calais ..... A1 MGM
- Sex And The Single Girl ..... WB
- Shock Corridor ..... B AA
- Shock Treatment ..... Fox
- Shot In The Dark, A ..... UA
- Show Boat—RE ..... A2 Misc.
- Showdown ..... A2 U
- Siege Of The Saxons ..... A1 Col.
- Signpost To Murder ..... MGM
- 633 Squadron ..... UA
- Slave, The ..... A2 MGM
- Small World Of Sammy Lee, The ..... B For.
- Smog ..... MGM
- Sodom And Gomorrah ..... B Fox
- Soldier In The Rain ..... B AA
- Some People ..... A-I
- Son Of Captain Blood, The ..... Par.
- Son Of Flubber ..... A1 BV
- Sound Of Trumpets, The ..... A2 For.
- Sparrows Can't Sing ..... A3 For.
- Spencer's Mountain ..... A3 WB
- Square Of Violence ..... A2 MGM
- Stagecoach To Hell ..... Par.
- Steam Heat ..... Misc.
- Steppe, The ..... For.
- Stolen Hours ..... A2 UA
- Strait-jacket ..... Col.
- Strange Bedfellows ..... U
- Strangler, The ..... AA
- Stripper, The ..... B Fox
- Suitor, The ..... A2 For.
- Summer Holiday ..... A-I
- Summer Magic ..... A1 BV
- Summer Place—Re. .... B WB
- Sunday In New York ..... MGM
- Sunswept ..... For.
- Surf Party ..... A2 Fox
- Swingin' Maiden, The ..... Col.
- Sword And The Stone ..... A1 BV
- Sword Of Lancelot (See Lancelot And Guinevere) ..... A1 BV



## T

Take Her, She's Mine .....	A3	Fox
Tamahine .....		MGM
Tammy And The Doctor .....	A1	U-I
Tarzan's Three Challenges .....	A1	MGM
Term Of Trial .....	A3	WB
Terrified .....		Misc.
Terror, The .....	A2	A-I
Therese .....		For.
These Are The Damned .....		Col.
Three Fables Of Love .....	B	For.
Three Lives Of Thomasina, The ..		BV
Three Penny Opera .....		Emb.
Three Stooges Go Around The		
World In A Daze .....	A1	Col.
Third Of A Man .....	A2	UA
Third Secret, The .....		Fox
Thrill Of It All, The .....	A2	U-I
13 Frightened Girls .....	A1	Col.
Thirty Years Of Fun .....	A1	Fox
This Sporting Life .....	A4	For.
Those Crazy Callows .....		BV
Thunder Island .....	A2	Fox
Tiara Tahiti .....	B	For.
Ticklish Affair, A .....	A1	MGM
Tiger Walks, A .....		BV
Tiko And The Shark .....		MGM
Time Out For Love .....	B	For.
To Catch A Thief—Re. ....	A2	Par.
Tom Jones .....	A4	UA
Topicali .....		UA
Torpedo Bay .....		A1
Toys In The Attic .....	A3	UA
Traitors, The .....	A1	U
Train, The .....		UA
Trauma .....		Misc.
Traveling Lady, The .....		Col.
Trouble With Harry, The—Re. ...	B	Par.
Twelve Guns East .....		A1
20,000 Leagues Under The Sea—Re.	A1	BV
Twice Told Tales .....	A2	UA
Twilight Of Honor .....	A3	MGM
Two Are Guilty .....	A3	MGM
Two Nights With Cleopatra ...	A2	For.

## U

Ugly American, The .....	A1	U-I
Under Age .....		A1
Under The Yum Yum Tree .....	A4	Col.
Unsinkable Molly Brown, The ...		MGM

## V

Vertigo—Re. ....	A2	Par.
Vice And Virtue .....		MGM
Victors, The .....	A3	Col.
Village Of Daughters .....		MGM
Violated Paradise .....		For.
Vislt, The .....		Fox
Viva Las Vegas .....	B	MGM
V.I.P.'s, The .....	A3	MGM

## W

Wacky Playboy, The .....		Misc.
Wall Of Noise .....	B	WB
Walleyed Nippon .....		For.
War Is Hell .....	A2	AA
Watch It, Sailor .....		Col.
Werewolf In A Girl's Dormitory ...	A2	Misc.
What A Way To Go! .....		Fox
Wheeler Dealers, The .....	A2	MGM
When The Girls Take Over .....		Misc.
Where Love Has Gone .....		Par.
Who's Been Sleeping In My Bed ...	B	Par.
Who's Minding The Store? .....	A1	Par.
Wild And Wonderful .....		U
Wild Is My Love .....		Misc.
Wives And Lovers .....	B	Par.
Women Of Straw .....		UA
Woman Of The World .....	C	Emb.
Wonderful World Of The Brothers		
Grimm, The .....	A1	MGM
World Of Henry Orient, The ....		UA

## X

X—The Man With The X-Ray Eyes	A2	A-I
-------------------------------	----	-----

## Y

Yank In Viet-nam, A .....		AA
Yellow Canary, The .....	A2	Fox
Yellowstone Cubs .....		BV
Yesterday, Today And Tomorrow		Emb.
Young And The Brave .....	A1	MGM
Young Girls Of Good Family ...		Emb.
Youngblood Hawke .....		WB
Young Racers, The .....	A2	A-I
Young Swingers, The .....	A1	Fox

## Z

Zulu .....		Emb.
------------	--	------

6316 THRILL OF IT ALL, THE—C—108m.—(EC)—Doris Day, James Garner—5057 (6-12-63)—Highly amusing comedy  
 6317 TRAITORS, THE—MD—71m.—Patrick Allen, James Maxwell—5057 (6-12-63)—Suspense meller for supporting slot—English  
 6308 UGLY AMERICAN, THE—D—120m.—(EC)—Marlon Brando, Sandra Church—5035 (4-3-63)—High rating, topical drama

## COMING FEATURES IN ORDER OF RELEASE

Feb. GUNHAND, THE—Tony Young, Dan Duryea  
 Feb. MAN'S FAVORITE SPORT?—(TC)—Rock Hudson, Paula Prentiss

## COMING

BEDTIME STORY—(C)—Marlon Brando, David Niven, Shirley Jones  
 BRASS BOTTLE, THE—(EC)—Tony Randall, Burl Ives, Barbara Eden  
 CHALK GARDEN, THE—(TC)—Hayley Mills, Deborah Kerr  
 DARK PURPOSE—(TC)—Shirley Jones, Rossano Brazzi  
 HE RIDES TALL—Dan Duryea, Tony Young, Joe Morrow  
 HIDE AND SEEK—Janet Munro, Curt Jurgens  
 ISLAND OF THE BLUE DOLPHINS—(EC)—Celia Kaye, Jule Jayne  
 MARNIE—(TC)—Tippi Hedren, Sean Connery  
 NIGHTMARE—David Knight, Moira Redmond—English-made  
 RENEGADE POSSE—(EC)—Audie Murphy, Darren McGavin, Ruta Lee  
 STRANGE BEDFELLOWS—Rock Hudson, Gina Lollobrigida  
 WILD AND WONDERFUL—(C)—Tony Curtis, Christine Kaufmann

## WARNER BROS.

## DISTRIBUTED DURING THE PAST 12 MONTHS

ACT ONE—CD—110m.—George Hamilton, Jason Robards, Jr.—5119 (12-18-63)—Very good comedy drama  
 AUNTIE MAME—C—143m.—(TE; TC)—Rosalind Russell, Forrest Tucker—5074 (8-7-63)—Highly humorous entertainment—Reissue  
 263 BLACK GOLD—MD—98m.—Phillip Carey, Diane McBain—5050 (5-29-63)—Fairly interesting oil yarn  
 352 CASTILIAN, THE—D—103m.—(Panacolor; EC)—Caesar Romero, Alida Valli—5099 (10-9-63)—Colorful action adventure for  
 program—Made in Spain  
 259 CRITICS CHOICE—C—100m.—(PV; TC)—Bob Hope, Lucille Ball—5035 (4-3-63)—Amusing comedy gets big 'name' boost  
 257 GIANT—D—201m.—(WC)—Elizabeth Taylor, Rock Hudson, James Dean—5017 (2-6-63)—A giant of a picture—Reissue  
 264 ISLAND OF LOVE—C—101m.—(PV; TC)—Robert Preston, Georgia Moll—5039 (4-17-63)—Cute and colorful comedy  
 354 MARY, MARY—C—126m.—(TC)—Debbie Reynolds, Barry Nelson—5091 (9-11-63)—Amusing picturization of stage hit  
 355 PALM SPRINGS WEEKEND—CD—100m.—(TC)—Troy Donahue, Connie Stevens—5105 (11-6-63)—Program entry has angles for  
 teens and others  
 266 PT 109—D—140m.—(PV; TC)—Cliff Robertson, Ty Hardin—5030 (3-20-63)—Excellent dramatization of President Kennedy's war-  
 time experiences  
 353 RAMPAGE—D—98m.—(TC)—Robert Mitchum, Elsa Martinelli, Jack Hawkins—5078 (8-21-63)—Two men and a woman on safari  
 is interesting drama  
 265 SPENCER'S MOUNTAIN—D—119m.—(PV; TC)—Henry Fonda, Maureen O'Hara—5026 (3-6-63)—Highly interesting drama for  
 family trade  
 SUMMER PLACE—D—130m.—(TC)—Richard Egan, Dorothy McGuire—5074 (8-7-63)—Well-made tale of human emotions could  
 gross big—Reissue  
 255 TERM OF TRIAL—D—113m.—Laurence Olivier, Simone Signoret—5015 (1-23-63)—Sensitive, well-acted drama—English  
 351 WALL OF NOISE—D—112m.—Ty Hardin, Suzanne Pleshette, Dorothy Provine—5078 (8-21-63)—Interesting romantic drama with  
 horse race background

## COMING FEATURES IN ORDER OF RELEASE

Jan. FOUR FOR TEXAS—(TC; PV)—Frank Sinatra, Dean Martin, Anita Ekberg  
 Jan. MAN FROM GALVESTON, THE—Jeffrey Hunter, Joanna Moore, Preston Foster  
 Feb. AMERICA AMERICA—Stathis Giallelis  
 Feb. DEAD RINGER—Bette Davis, Karl Malden, Peter Lawford

## COMING

CHEYENE AUTUMN—(Super-PV 70; C)—Spencer Tracy, James Stewart, Carroll Baker  
 DISTANT TRUMPET, A—(PV; TC)—Troy Donahue, Suzanne Pleshette  
 DR. CRIPPEN—Donald Pleasence, James Robertson Justice  
 ENSIGN PULVER—(PV; TC)—Robert Walker, Burl Ives, Millie Perkins  
 FBI CODE 98—Jack Kelly, Peggy McCay  
 GREAT RACE, THE—(WS; C)—Burt Lancaster, Jack Lemmon  
 INCREDIBLE MR. LIMPET, THE—(TC)—Don Knotts, Carole Cook  
 KISSES FOR MY PRESIDENT—Fred MacMurray, Polly Bergen  
 MY FAIR LADY—(Super Panavision 70; TC)—Rex Harrison, Audrey Hepburn  
 OUT-OF-TOWNERS, THE—Glenn Ford, Geraldine Page  
 ROBIN AND THE 7 HOODS—(PV; TC)—Frank Sinatra, Dean Martin, Sammy Davis, Jr., Bing Crosby  
 SEX AND THE SINGLE GIRL—(TC)—Tony Curtis, Natalie Wood, Henry Fonda  
 YOUNGBLOOD HAWKE—(TC)—James Franciscus, Suzanne Pleshette

## MISCELLANEOUS

BALCONY, THE—D—84m.—Shelley Winters, Peter Falk—5035 (4-3-63)—For adults only in the art spots—Continental  
 BATTLE OF THE WORLDS—MD—84m.—(C)—Claude Raines—5119 (12-18-63)—Fair science fiction meller—Topaz  
 BELL, BARE AND BEAUTIFUL—NOV—64m.—(EC)—Virginia Bell—5106 (11-6-63)—Nudie novelty has Bell name—Griffith  
 BUNNY YEAGER'S NUDE CAMERA—NOV—60m.—(C)—Bunny Yeager and models—5018 (2-6-63)—Nudie novelty for exploita-  
 tion spots—Cinema Syndicate  
 CORRIDORS OF BLOOD—MD—87m.—Boris Karloff—5053 (6-12-63)—Exploitable horror item—English—MGM through Indepen-  
 dent Exchanges  
 CREATION OF THE HUMANIDS, THE—MD—75m.—(EC)—Don Megowan, Erica Elliot—5099 (10-9-63)—For the lower hall  
 —Emerson Film Ent.  
 DAUGHTER OF THE SUN GOD—MD—75m.—(EC)—William Holmes, Lisa Montell—5103 (10-23-63)—Strictly for the duallers  
 —Filmed in Peru—Herts-Lion Int.  
 GONE ARE THE DAYS—CD—97m.—Ruby Dee, Ossie Davis—5106 (11-6-63)—Satire on integration for limited market—Hammer  
 Bros.  
 GREAT CARUSO, THE—DMU—109m.—(TC)—Mario Lanza, Ann Blythe—5013 (1-23-63)—High rating MGM reissue—Independent  
 Exchanges  
 GREENWICH VILLAGE STORY—D—95m.—Robert Hogan, Melinda Plank—5066 (7-10-63)—Off-beat love story—Shawn Int.  
 HEAVENLY BODIES—NOV—60m.—(EC)—Russ Meyer—5092 (9-11-63)—Nudie novelty for censor-free spots—Eve  
 MONSTROSITY—MD—67m.—Erica Peters, Frank Gerstle—5099 (10-9-63)—For the duallers—Emerson Film Ent.  
 NATURE'S SWEETHEARTS—NOV—63m.—(EC)—Maria Stinger, Dick Powers—5074 (8-7-63)—Nudist film for adults—Ikay Beauti-  
 ful Films  
 PAGAN ISLAND—D—60m.—Edwards Dew, Nani Maka—5018 (2-6-63)—Lower half programmer—Cinema Syndicate  
 PLAYGIRLS INTERNATIONAL—NOV. 70m.—(Techniscope; TC)—Produced and directed by Doris Wishman—5115 (12-4-63)—  
 Fair Nudie Novelty—Westfield  
 PEEP SHOWS OF PARIS—BUR—70m.—(EC)—Tempest Storm—5066 (7-10-63)—Fair filmed burlesque show—Pad  
 PROMISES, PROMISES—C—75m.—Jayne Mansfield, Tommy Noonan—5096 (9-25-63)—Comedy and cheesecake make for fun  
 —NTD  
 STEAM HEAT—NOV—68m.—(EC)—Brandy Long, Bill Teas—5066 (7-10-63)—Fair nudie girlie novelty for fast buck spots—Pad  
 TERRIFIED—MD—70m.—Rod Lauren, Steve Drexel, Tracy Olsen—5119 (12-18-63)—Teenage study in terror—Crown Int.  
 TRAUMA—MD—92m.—John Conte, Lynn Bari—5058 (6-12-63)—Satisfactory chills for horror fans—Parade  
 WHEN THE GIRLS TAKE OVER—C—80m.—(TC)—Robert Lowery, Ingeborg Kjeldsen—5058 (6-12-63)—Strictly for the lower  
 half—Parade  
 SHOW BOAT—MUD—107m.—(TC)—Kathryn Grayson, Ava Gardner, Howard Keei—5014 (1-23-63)—High rating MGM reissue  
 —Independent Exchanges  
 WILD IS MY LOVE—D—74m.—Paul Hampton, Elizabeth MacCraie—5018 (2-6-63)—For exploitation spots—Mishkin  
 WEREWOLF IN A GIRLS' DORMITORY (GHOUL IN SCHOOL, THE)—MD—84m.—Barbara Lass, Carl Schell—5056 (6-12-63)  
 —Okay horror entry—MGM through Independent Exchanges



## FOREIGN

### DISTRIBUTED DURING THE PAST 12 MONTHS

- ARMY GAME, THE**—C-87m.—(Franscope)—Christian De Tilliere, Ricet-Barrier—5058 (6-12-63)—Fair Comedy Import—French; English titles—Bleeker St. Cinema
- AS NATURE INTENDED**—NOV.—65m.—(EC)—Pamela Green, Jackie Salt—5058 (6-12-63) Travel and nudist novelty—English—Crown-Int.
- BUDDAH**—D-134m.—(TE; TC)—Kojiro Hongo—5066 (7-10-63)—Interesting entry for art spots—Japanese; English titles—Lopert
- BURNING COURT, THE**—MD-102m.—Nadja Tiller, Jean-Claude Brial—5074 (8-7-63)—Fair import—French-made; dubbed in English—Trans-Lux
- CHUSHINGURA**—D-105m.—(C)—Koushiro Matsumoto, Yuzo Kayama—5106 (11-6-63)—Colorful entry for art spots—Japanese; English titles—Toho
- FRENCH GAME, THE**—D-86m.—Francoise Brion, Jean-Louis Trintignant—5103 (10-23-63)—Moderately interesting import—French made; English titles—Atlantic
- GIRL HUNTERS, THE**—MD-96m.—(PV)—Mickey Spillane, Shirley Eaton—5058 (6-12-63)—Well paced Spillane who-done-it—English—Colorama
- HEAD, THE**—MD-95m.—Horst Frank, Karen Kernke—5063 (6-26-63)—Exploitable horror item—Filmed abroad; dubbed in English—Trans-Lux
- HEAVENS ABOVE**—C-117m.—Peter Sellers, Isabel Jeans—5067 (7-10-63)—Amusing Peter Sellers spoof—English—Janus
- HOT MONEY GIRL**—MD-81m.—Eddie Constantine, Dawn Addams—5103 (10-23-63)—Okay action programmer—German-made; spoken in English—United Producers Releasing Org.
- HOUSEHOLDER, THE**—CD-100m.—Shashi Kapoor—5103 (10-23-63)—Cute import for art spots—Indian-made; English language—Royal Films Int.
- JULIE, THE REDHEAD**—C-100m.—Pascale Petit, Daniel Gelin—5106 (11-6-63)—Amusing import—French made; English titles—Shawn Int.
- LE AMICHE (THE GIRL FRIENDS)**—D-103m.—Eleanora Rossi Draga, Valentina Cortese—5059 (6-12-63)—Talky Import misses the mark—Italian; English titles—Premiere
- LA POUPÉE**—D-90m.—(EC)—Zbigniew Cybulski, Sonne Teal—5096 (9-25-63)—Way-out satire on politics and people—French; English titles—Hakim
- LAZARILLO**—D-100m.—Marco Paoletti—5059 (6-12-63)—Good art spots entry—Filmed in Spain; English titles—Union
- LORD OF THE FLIES**—D-90m.—James Aubrey, Tom Chaplin—5092 (9-11-63)—Skillfully made, but disturbing drama is decidedly off-beat—English-made—Continental
- MARRIAGE OF FIGARO, THE**—C-105m.—(EC)—Georges Descroeres, Yvonne Gaudeau—5069 (7-24-63)—Colorful entry for art spots—French; English titles—Union
- MILL OF THE STONE WOMEN**—MD-94m.—(TC)—Pierre Brice, Scilla Gabel—5104 (10-23-63)—Horror meller is okay duailer—Made in The Netherlands—Dubbed in English—Parade
- MURIEL**—D-115m.—(EC)—Delphine Seyrig, Jean-Baptiste Thieres—5106 (11-6-63)—Puzzling import strictly for art set—French; English titles—Lopert
- MY HOBO**—C-98m.—(Tohoscope; EC)—Keiji Kobayashi, Kideko Takamine—5069 (7-24-63)—Cute import—Japanese; English titles—Toho
- MY LIFE TO LIVE**—D-85m.—Anna Karina, Saddy Rebbot—5100 (10-9-63)—Fair import—French made; English titles—Union
- MY NAME IS IVAN**—MD-94m.—Kolya Burlaiev—5067 (7-10-63)—Fair import of limited appeal—Russian; English titles—Sig Shore
- MY SON THE VAMPIRE**—C-72m.—Bela Lugosi, Arthur Lucan—5120 (12-18-63)—Okay combination of slapstick and horror—English-made—Blue Chip Prod.
- NAKED AUTUMN**—D-98m.—(Dyaliscope)—Simone Signoret, Reginald Kernan—5115 (12-4-63)—Fair Import—French-made; English titles—UMPO
- ORDERED TO LOVE**—D-82m.—Maria Perschy, Joachim Hansen—5075 (8-7-63)—Exploitable program offering—German-made; dubbed in English—M.C. Dist.
- PAIR OF BRIEFS, A**—C-90m.—Michael Craig, Mary Peach—5106 (11-6-63)—Satisfactory English comedy laughs at lawyers—English—Davis
- PILLAR OF FIRE, THE**—D-75m.—Michael Shilli, Nehama Hendel—5059 (6-12-63)—Interesting Import—Filmed in Israel; spoken in English—Kassler
- PIRATE AND THE SLAVE GIRL**—MD-86m.—(Colorscope; Color)—Lex Barker, Chelo Alonso—5115 (12-4-63)—Costume meller has Lex Barker name—Italian-made; dubbed in English—Crest
- PLAYGIRLS AND THE VAMPIRE, THE**—MD-76m.—Lyia Rocco, Walter Brandi—5067 (7-10-63)—Okay horror meller—Italian; dubbed in English—Fanfare
- PLEASE, NOT NOW!**—C-74m.—Brigitte Bardot—5115 (12-4-63)—Saucy Bardot comedy in French style—French-made; dubbed in English—Int. Classics
- RAGE OF THE BUCCANEERS**—MD-90m.—(CS; EC)—Richard Montalban, Vincent Price—5067 (7-10-63)—Good swashbuckler—Italian; dubbed in English—Colorama
- RESURRECTION**—D-148m.—Tamara Syomina, Yevgeni Matveyev—5107 (11-6-63)—Impressive rendition of Tolstoy novel—Russian; English titles; Artkino
- RUN WITH THE DEVIL**—D-93m.—Antonella Lualdi, Gerard Blain, Franco Fabrizi—5070 (7-24-63)—Interesting import—Italian; English titles—Jillo Films
- SANJURO**—MD-96m.—Tishiro Mifune—Good import—5059 (6-12-63)—Japanese made; English titles—Toho
- SEASON FOR LOVE, THE**—D-103m.—Daniel Gelin, Francoise Arnoul—5059 (6-12-63)—Fair import for art spots—French; English titles—Hakim
- SMALL WORLD OF SAMMY LEE, THE**—D-105m.—Anthony Newley, Julia Foster—5092 (9-11-63)—Intriguing tale best suited for adult audiences—Seven Arts
- SOUND OF TRUMPETS, THE**—90m.—D—Loredana Detto, Sandro Panzeri—5107 (11-6-63)—Interest-filled Import—Italian; English titles—Janus
- SPARROWS CAN'T SING**—CD-94m.—James Booth, Barbara Windsor—5059 (6-12-63)—Excellent true-life picture of "East End" Cockneys—English—Janus
- STEPPE, THE**—D-100m.—(EC)—Charles Vanel, Christina Cajoni—5107 (11-6-63)—Good Import for art spots—Italian made; English titles—Royal Films Int.
- SUITOR, THE**—C-83m.—Pierre Etaix, Karin Vesely—5107 (11-6-63)—Amusing import—French-made; English titles; Atlantic
- SUNSWEPT**—NOV.—65m.—(EC)—Yannick—5120 (12-18-63)—Nudist novelty—English-made—American Int. Dist.
- THIS SPORTING LIFE**—D-129m.—Richard Harris, Rachael Roberts—5070 (7-24-63)—Fascinating character study on the unpleasant side—English—Continental
- TIARA TAHITI**—D-100m.—(EC)—James Mason, John Mills—5116 (12-4-63)—Fair program entry—English made—Zenith Int.
- TIME OUT FOR LOVE**—D-91m.—Jean Seberg, Micheline Presle, Maurice Ronet—5067 (7-10-63)—Fair import—French; English titles—Zenith Int.
- THREE FABLES OF LOVE**—C-76m.—Sylva Koscina, Anna Karina, Leslie Caron—5075 (8-7-63)—Fun-filled entry for art spots—Italo-French; English titles—Janus
- TWO NIGHTS WITH CLEOPATRA**—C-80m.—(C)—Sophia Loren, Alberto Sordi—5107 (11-6-63)—Farce has Loren name and little else—Italian; dubbed in English—Ultra
- VIOLATED PARADISE**—NOV.—64m.—(C)—Kazuko Mine—5070 (7-24-63)—Novelty for exploitation and art spots—Japanese narration—Victoria
- WALLEYED NIPPON**—C-90m.—(Tohoscope; C)—Akira Takarada, Yumi Shirakawa—5104 (10-23-63)—Cute entry of modern Japan and mixed-up romance—Japanese made; English titles—Toho

## THESE THEATRE- TESTED FORMS AVAILABLE TO MOTION PICTURE EXHIBITOR SUBSCRIBERS!

### DATE BOOK FORMS:

- ... Pocket-Size-6 ring (3 3/4 x 6 3/4 in.) Dated full year supply \$1.00
- ... Large Size-3 ring (9 x 12 in.) Undated 52 pages ..... .50

### SERVICE-KIT SYSTEM:

- ... Large Size complete set of: Date Book forms, Availability and Playoff Worksheets, Performance Record and Cut-Off sheets, Booking Calendar, Other Dividers ..... 1.30
- ... Availability and Playoff Worksheets (9 x 12 in.) 10 pages ..... .10
- ... Performance record and Cut-Off Sheets (9 x 12 in.) 20 pages ..... .25

### BINDERS, Plain:

- ... For Pocket-Size Date Book-6 ring. Soft leatherette. .... 1.30
- ... For Service-Kit System, Reviews, Service-Section. Stiff leatherette. .... 1.50

### ZIPPER CASE BINDERS, Leather:

- ... 3-Ring, genuine cowhide. Tax incl. .... 6.00

### BOXOFFICE STATEMENTS:

- ... Regular theatre. Padded in 50's and punched (5 1/2 x 9 in.). Per Pad ..... .30
- ... Drive-in theatre. Padded in 50's and punched (5 1/2 x 9 in.). Per Pad ..... .30

### PROGRAM AND RUNNING TIME SCHEDULES:

- ... For regular and drive-in theatres. Padded in 50's. Per Pad ..... .30

### BOOKKEEPING SYSTEM—Book:

- ... At-A-Glance (copyright) for regular and drive-in theatres. Annual record (9 x 12 in.) 1.75

### BUSINESS ANALYSIS SPREAD-SHEETS:

- ... Drive-In theatres only. Large sheets (11 x 16 in.) Set of 13 sheets ..... .55

### PAYROLL FORMS:

- ... Weekly for regular and drive-in. Folding flap (8 1/2 x 11 in.). Set of 52 sheets .... 1.30

### EMPLOYEE EARNINGS RECORD CARDS:

- ... Annual card for each employee (8 1/2 x 11 in.). All deductions. Set of 12 cards .40

### PETTY CASH CONTROL SYSTEM:

- ... Voucher pads, numbered consecutively. (3 x 5 in.) Per Pad ..... .30
- ... Weekly envelopes for filling full week's transactions. Set of 50 ..... .65

### SERVICE MANUALS FOR TRAINING:

- ... Separate sections on regular and drive-in employees. Each .10

## EXHIBITOR BOOK SHOP

317 N. Broad St.

Philadelphia, Pa. 19107



# The Shorts Parade

1962-63 1963-64 Seasons

## Buena Vista

### WALT DISNEY CARTOONS (TECHNICOLOR) (REISSUES)

- 18201 Winter Storage
- 18202 Frank Buck Brings 'Em Back Alive
- 18203 Crazy With The Heat
- 18204 Lighthouse Keeping
- 18205 Pluto's Quin-Puplets
- 18206 Canine Patrol
- 18207 Plutopia
- 18208 Cold Turkey
- 18209 How To Fish
- 18210 Tennis Racquet
- 18211 Tomorrow We Diet
- 18212 Brave Engineer
- 19301 Little Whirlwind
- 19302 The Whalers
- 19303 First Aiders
- 19304 Army Mascot
- 19305 Goofy Gymnastics
- 19306 Home Made Home
- 19307 Foul Hunting
- 19308 Timber
- 19309 Truant Officer Donald
- 19310 Golden Eggs
- 19311 Test Pilot Donald
- 19312 Lambert, The Sheepish Lion

### SINGLE REEL CARTOONS (TECHNICOLOR)

- 101 How To Have An Accident At Work
- 123 The Litterbug
- 125 Aquamania

### TWO REEL CARTOON SPECIALS (TECHNICOLOR)

- 097 Goliath II
- 102 Noah's Ark
- 119 Saga Of Windwagon Smith
- 112 Donald and The Wheel
- 139 A Symposium On Popular Songs

### THREE REEL LIVE ACTION SPECIALS (TECHNICOLOR)

- 079 Japan
- 086 The Danube
- 099 Eyes In Outer Space
- 105 Islands Of The Sea
- 106 Mysteries Of The Deep
- 127 Bear Country (Re-issue)
- 131 Water Birds (Re-issue)

### FEATURETTES (TECHNICOLOR)

- 094 Legend Of Sleepy Hollow (Re-issue)
- 114 Hound That Thought He Was A Raccoon
- 118 Horse With The Flying Tail

## Columbia

### COLOR FEATURETTES

- 7441 (Sept.) Wonderful Switzerland
- 7442 (Nov.) Travel Along With The Arkansas Traveler
- 7443 (Jan.) Eventful Britain
- 7444 (Mar.) Wonderful Africa
- 7445 (May) Wonderful New York
- 7446 (July) Wonderful Beaulieu

### LOOPY DE LOOP COLOR CARTOONS

- 7701 (Sept.) Slippery Slippers
- 7702 (Oct.) Chicken Fracas-See
- 7703 (Nov.) Rancid Ranson
- 7704 (Dec.) Bunnies Abundant
- 7705 (Feb.) Just A Wolfe At Heart
- 7706 (Mar.) Chicken-Hearted Wolf
- 7707 (Apr.) Watcha Watchin'
- 7708 (May) A Fallible Fable
- 7709 (June) Sheep Steelers Anonymous
- 7710 (July) Wolf In Sheep Dog's Clothing

### MR. MAGOO CARTOONS (REISSUES)

- 7751 (Sept.) Magoo's Cruise
- 7752 (Oct.) Magoo's Problem Child
- 7753 (Nov.) Love Comes To Magoo
- 7754 (Dec.) Meet Mother Magoo
- 7755 (Feb.) Gumshoe Magoo
- 7756 (Mar.) Magoo Goes Overboard
- 7757 (May) Bwana Magoo
- 7758 (July) Matador Magoo

### COLOR FAVORITE CARTOONS (REISSUES)

- 7601 (Sept.) Gerald McBoing Boing On Planet Moo
- 7602 (Sept.) Happy Tots
- 7603 (Oct.) Willie The Kid
- 7604 (Nov.) Little Rover
- 7605 (Nov.) Christopher Crumpet
- 7606 (Dec.) A Boy and His Dog
- 7607 (Jan.) Rooty Toot, Toot
- 7608 (Jan.) Snow Time
- 7609 (Feb.) Emperor's New Clothes
- 7610 (Mar.) Little Boy With A Big Horn
- 7611 (Mar.) The Foxy Pup
- 7612 (Apr.) Let's Go
- 7613 (May) Gerald McBoing Boing
- 7614 (June) Bon Bon Parade
- 7615 (July) Madeline

### CANDID MICROPHONE

- 7551 (Sept.) No. 1 Series 4
- 7552 (Nov.) No. 2 Series 4
- 7553 (Jan.) No. 3 Series 4
- 7554 (Mar.) No. 4 Series 4

### WORLD OF SPORTS

- 7801 (June) Hunting Unlimited (Color)
- 7802 (Aug.) Rasslin Rampage

### TWO REELERS THE THREE STOOGES (REISSUES)

- 7401 (Sept.) Husbands Beware
- 7402 (Oct.) Creeps
- 7403 (Nov.) Flagpole Jitters
- 7404 (Jan.) For Crimin Out Loud
- 7405 (Feb.) Rumpus In The Harem
- 7406 (Apr.) Hot Stuff
- 7407 (May) Scheming Schemers
- 7408 (July) Commotion In The Ocean

### COMEDY FAVORITES (REISSUES)

- 7431 (Oct.) Stop, Look and Listen (Quillan & Vernon)
- 7432 (Nov.) Tall, Dark and Handsome (Hugh Herbert)
- 7433 (Dec.) Training For Trouble (Schilling & Lane)
- 7434 (Jan.) He Popped His Pistol
- 7435 (Mar.) Wite Decoy
- 7436 (June) Pardon My Terror

### ASSORTED FAVORITES (REISSUES)

- 7421 (Sept.) Spies and Guys (Joe Besser)
- 7422 (Nov.) General Nuisance (Buster Keaton)
- 7423 (Dec.) Hook A Crook (Joe Besser)
- 7424 (Feb.) So's Your Antenna (Harry VonZell)
- 7425 (Apr.) She's Oil Mine (Buster Keaton)
- 7426 (May) Meet Mr. Mischief

### SERIALS (REISSUES)

- 7120 (Oct.) The Batman
- 7140 (Mar.) Roar Of The Iron Horse
- 7160 (July) Gunfighters Of The Northwest

## Metro-Goldwyn-Mayer

### TOM AND JERRY CARTOONS (METROCOLOR)

- W-361 (Sept.) Switchin' Kitten
- W-362 (Oct.) Down and Outing
- W-363 (Dec.) Greek To Me-ow
- W-364 (Jan.) High Steaks
- W-365 (Mar.) Mouse Into Space
- W-366 (Apr.) Landing Stripling
- W-367 (June) Calypso Cat

### NEW TOM AND JERRY CARTOONS (METROCOLOR)

- C-6431 Dickie Moe
- C-6432 Cartoon Kit
- C-6433 Tall In The Trap
- C-6434 Sorry Safari
- C-6435 Buddies Thicker Than Water
- C-6436 Carmen Get It

### GOLD MEDAL CARTOONS (TECHNICOLOR) (TOM AND JERRY REISSUES)

- W-6461 Puss Gets The Boot
- W-6462 Fraidy Cat
- W-6463 Dog Trouble
- W-6464 Bowling Alley Cat
- W-6465 Fine Feathered Friend
- W-6466 Sufferin' Cat
- W-6467 Lonesome Mouse
- W-6468 Mouse Comes To Dinner
- W-6469 Baby Puss
- W-6470 Zoot Cat
- W-6471 Million Dollar Cat
- W-6472 Puttin' On The Dog

## Paramount

### COLOR FEATURETTE

- AA22-1 Sportarama

### HIGH TOPPER

- T22-1 Thin Along
- T22-2 Isles Of The Sun
- T22-3 Melody For Machines
- T22-4 The World Starts Next Door
- T22-5 Beauties Of Scandanavia

### NOVELTOONS

- P23-1 Gramps To The Rescue
- P23-2 Hobo's Holiday
- P23-3 Hound For Pound
- P23-4 Sheepish Wolf
- P23-5 Hiccup Hound
- P23-6 Whiz Quiz Kid

### MODERN MADCAPS

- M23-1 Happy Harry
- M23-2 Tell Me A Badtime Story
- M23-3 Pig's Feet
- M23-4 Sour Gripes
- M23-5 Goodie Good Deed
- M23-6 Muggy-Doo Boy Cat

### POPEYE CHAMPIONS

- E23-1 Beach Peach
- E23-2 Jitterbug Jive
- E23-3 Popeye Makes A Movie
- E-23-4 Fly's Last Flight
- E23-5 How Green Is My Spinach?
- E23-6 Gym Jam

### COMIC KING

- C22-1 Et Tu Otto
- C22-2 A Tree Is A Tree Is A Tree
- C22-3 The Method and Maw
- C22-4 Take Me To Your Gen'rul
- C22-5 Keeping Up With Krazy
- C22-6 Mouse Blanche

### SPECIAL

- B23-1 Jamboree At Marathon

### SPORTS IN ACTION

- D23-1 Festival Of The Bulls
- D23-2 Sky Divers

## 20th Century-Fox

### MOVIETONE VIGNETTE (BLACK AND WHITE) TWO-REELS

- 7313 (June) Pope John XXIII

### MOVIETONE SPORTS (CINEMASCOPE; DELUXE COLOR)

- 7301 (Jan.) Two On A Pass
- 7302 (Feb.) Maine, U.S.A.
- 7303 (March) Sports, Wacky and Wet
- 7304 (April) Fairytale Land—Denmark
- 7305 (May) San Fan See
- 7306 (June) Rangers of Yellowstone
- 7307 (May) Bermuda Moods
- 7308 (July) Green Gold
- 7309 (Nov.) Atomic Lady
- 7310 (Dec.) Tasmania
- 7311 (Dec.) The Swedish Look
- 7312 ( ) Portugal

### TERRYTOONS (CINEMASCOPE; DELUXE COLOR)

- 5301 (Jan.) Fight to the Finish
- 5302 (March) Astronaut
- 5303 (April) Missing Genie
- 5304 (April) Tea Party
- 5305 (June) Sidney's White Elephant
- 5306 (June) Trouble In Baghdad
- 5307 (July) A Bell For Philadelphia
- 5308 (Aug.) Driven To Extraction
- 5309 (Sept.) The Big Clean-Up
- 5310 (Nov.) Split-Level Treehouse

### TERRYTOONS (2D ALL PURPOSE; DELUXE COLOR)

- 5321 (Jan.) Tea House Mouse
- 5322 (Feb.) To Be Or Not To Be
- 5323 (March) The Juggler of Our Lady
- 5324 (May) Pearl Crazy
- 5325 (July) Cherry Blossom Festival
- 5326 (Oct.) Spooky-Yaki

## Universal-International

### TWO REEL SPECIALS IN COLOR (CINEMASCOPE)

- 4301 (Jan.) Land Of The Long White Cloud
- 4306 (Apr.) Four Hits And A Mister

### SPECIAL

- 4304 (Jan.) Football Highlights of 1962

### ONE REEL COLOR SPECIALS

- 4371 (Jan.) Steel Bands—Tropical Music (CS)
- 4372 (Feb.) A Picture For Jean
- 4373 (Mar.) A Bridge Named Emma (CS)
- 4374 (Apr.) End Of The Plains
- 4375 (May) Island Spectacular
- 4376 (June) The Unknown Giant
- 4377 (July) This Is The Place
- 4378 (Aug.) Land Of Homer

### WALTER LANTZ WOODY WOODPECKER REISSUE COLOR CARTUNES

- 4331 (Jan.) Woody Meets Davy Crewcut
- 4332 (Feb.) Box Car Bandit
- 4333 (Mar.) Unwearable Salesman
- 4334 (Apr.) International Woodpecker
- 4335 (May) To Catch A Woodpecker
- 4336 (June) Round Trip To Mars
- 4337 (July) Dopy Dick, The Pink Whale

### NEW WALTER LANTZ COLOR CARTUNES

- 4311 (Jan.) Fish and Chips
- 4312 (Jan.) Greedy Gabby Gator (WW)
- 4313 (Feb.) Coming Out Party
- 4314 (Mar.) Case Of The Cold Storage Yegg
- 4315 (Mar.) Robin Hoody Woody, (WW)
- 4316 (Apr.) Charlie's Mother-In-Law
- 4317 (May) Stowaway Woody (WW)
- 4318 (May) Hi-Seas Hi-Jacker
- 4319 (June) Shutter Bug (WW)
- 4320 (July) Salmon Loafer
- 4321 (July) Coy Decoy (WW)
- 4322 (Aug.) Goose In The Rough
- 4323 (Sept.) Tenant's Racket (WW)
- 4324 (Oct.) Pesky Pelican
- 4325 (Oct.) Short In The Saddle (WW)
- 4326 (Nov.) Goose Is Wild
- 4327 (Nov.) Teepee For Two (WW)
- 4328 (Dec.) Science Friction (WW)
- 4329 (Dec.) Calling Dr. Woodpecker (WW)

## Warner Bros.

### MERRIE MELODIES-LOONEY TUNES TECHNICOLOR CARTOONS

- 2701 (9-7-63) The Unmentionables
- 2702 (9-28-63) Aqua Duck
- 2703 (11-9-63) Claws Of The Lease
- 2704 (11-30-63) Transylvania
- 2705 (12-28-63) To Beep Or Not To Beep
- 2706 (2-8-64) A Message To Gracias
- 2707 (2-29-64) Bartholomew Vs The Wheel

### BUGS BUNNY SPECIALS

- 2721 (10-19-63) Mad As A Mars Hare
- 2722 (1-18-64) Dumb Patrol

### BLUE RIBBON HIT PARADES TECHNICOLOR (REISSUES)

- 2301 (9-14-63) Yankee Dood It
- 2302 (10-12-63) Gone Batty
- 2303 (11-16-63) From A To Z-Z-Z
- 2304 (12-21-63) Tweet Zoo
- 2305 (1-25-64) Weasel Stop
- 2306 (2-15-64) Tobasco Road

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR)

- 2001 (1-11-64) With Their Eyes On The Stars

### WARNER WORLD-WIDE ADVENTURE SPECIALS (COLOR) (REISSUES)

- 2501 (9-21-63) A Wish And Ticino
- 2502 (10-26-63) Unfamiliar Sports
- 2503 (12-14-63) Cheyenne Days
- 2504 (2-1-64) Kingdom Of The Saguenay



# CLASSIFIED ADVERTISING

**Fifteen cents per word** (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

**BINGO CARDS DIE CUT!** 1, 75-500 combinations. 1, 100-200 combinations. Can be used for **KENO \$3.50 per M. PREMIUM PRODUCTS**, 339 West 44th St., New York 36, N. Y.

## FORMS AND SYSTEMS

For the Best in **THEATRE-TESTED** and **APPROVED FORMS** and **SYSTEMS** . . . **EXHIBITOR BOOK SHOP**, 317 N. Broad St., Philadelphia, Pa. 19107.

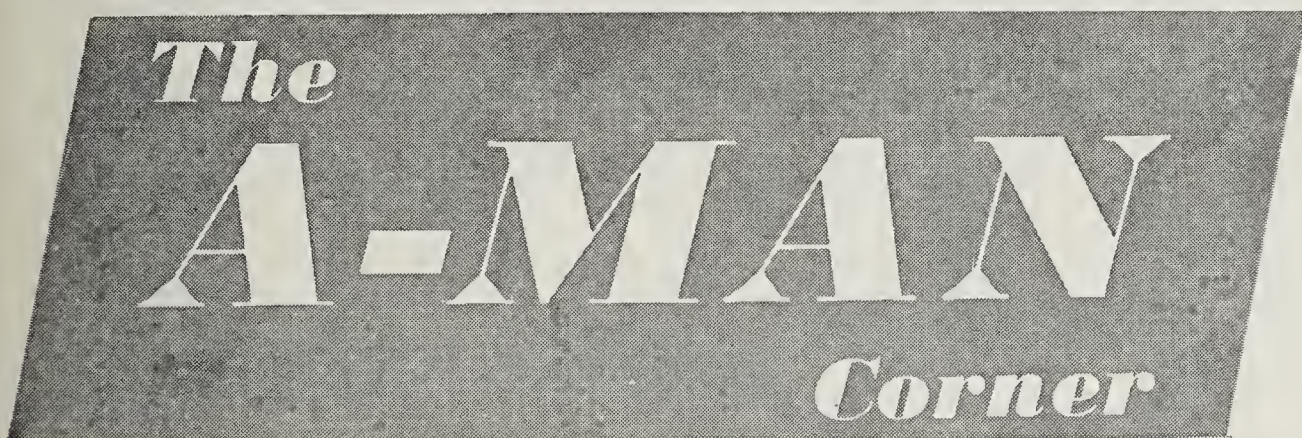
## RECORDS

**JON BRENT'S "PLAZA THEATRE ORGAN OVERTURES,"** Monaural \$4.00, Stereo \$5.00, postpaid. Alpha Records, 5965 West Blvd., Los Angeles, Cal. 90043.

## SPEAKER CONES

**DRIVE-IN THEATRE SPEAKER CONES** BAD? Mail one to us for **FREE** service; no obligation. Guaranteed Weather-proof. **WESTERN ELECTRONICS CO.**, 3311 Houston Avenue, Houston 9, Texas

**NOW! To start the New Year right, order your copy of the "AT-A-GLANCE" Bookkeeping System—\$1.75 per book.**



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or IF you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new **EMPLOYMENT SERVICE** is available to **ALL** theatres without reservation. It is not necessary to subscribe to **MOTION PICTURE EXHIBITOR** to avail yourself of this service. No other industry trade paper offers it! And it is completely **FREE!**

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

**MANAGER**, 18 years experience, all phases, 1st run, conventional, including booking, promotion, concessions, newspaper ad layout. Family man, wishes to relocate. Best of references. **BOX B1211**, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**DISTRICT MANAGER** available for indoor and outdoor theatres. Can supply excellent references. Exceptional experience in the concession. Age 39 with twenty two years in the business. Write **BOX A1218**, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**THEATRE MANAGER AVAILABLE**, 42 years old, Must be a permanent job. 25 years experience all phases. Hard-working manager. **BOX B1225**, c/o M. P. Exhibitor, 317 N. Broad St., Phila., Pa. 19107.

**NEEDED:** Managers with indoor and drive-in experience. Excellent opportunity for aggressive showmen wanting permanent position with fast growing Midwest circuit. Send complete résumé, photo, and salary requirements. **BOX C1225**, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**DISTRICT MANAGER**, presently employed Washington, D. C. exchange area, would like better opportunity. **BOX D1225**, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**MANAGER**, 16 years with Century Theatres, now retired, wants position as assistant or relief manager. Highest references. **BEN MINDLIN**, 83-20 98th St., Apt. 5-D, Woodhaven 21, L. I., N. Y. (1225)

**SHOWMAN**, 25 years experience all phases, 44; Roxy, Cinerama management; film company exploitation, Philadelphia, New York, New England, California, South. Will relocate. Excellent references, appearance. **BOX A1225**, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107, or call Atlantic City 344-3511.

**EXPERIENCED, AGGRESSIVE**, promotion-minded manager wanted for lower Delaware Drive-In. Year 'round employment, long-term career with established circuit. Send full details, experience, references. All replies strictly confidential. **BOX B1218**, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**ENERGETIC, YOUNG** advertising-promotion man available. Specializing in drive-in programs. Excellent results and references. **BOX A1211**, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

**IMMEDIATE OPENING** for experienced theatre managers for Intermountain states area. Must have knowledge all phases theatre operation including advertising, promotions, concessions, good house-keeping and capable of completing normal theatre reports. Send résumé together with salary desired to P. O. **BOX 695**, Salt Lake City, Utah. (1211)

**PROJECTIONIST**, 17 years experience. 37 years old, single, sober, reliable, will go anywhere, prefer South or Northeast. **CHARLES AVANT**, P. O. Box 716, Waltherboro, S. C. (1211)

## THEATRES FOR SALE

**SELL-RENT.** Strand Theatre, Bangor, Pennsylvania. Retiring. Inquire **STRAND**, Bangor, Pa.

**FOR SALE OR RENT:** Modern Nine Hundred Seat Theatre, including liquor store. Money-maker for owner-manager, same owner thirty years. Must sell on account of illness. Price very reasonable. Reply directly to **BARNUM THEATRE**, 1830 Barnum Ave., Bridgeport, Conn.

**LONG TERM LEASE** in top money making area in New York City. For sale, inquire **BOX 264**, c o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## THEATRE SEATING

**COMPLETE SEATING SERVICE.** Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. **MASSEY SEATING COMPANY INC.**, 100 Taylor Street, Nashville 8, Tennessee.

## WINDOW CARDS

**WEEKLY THEATRE** and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. **WINDEX DIVISION**, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

# CLARK TRANSFER INC.

**829 N. 29th St.  
Philadelphia, Pa. 19130  
CEnter 2-3100**

**1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200**

## PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.

240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance

Address all  
Correspondence to— **The A—MAN Corner**

{Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107





**THE EXTRA STAR ON YOUR MARQUEE**

**COLOR BY**

**Technicolor®**

**SON'S**  
RESTAURANT

**HOWARD  
JOHNSON'S**  
COCKTAILS  
RESTAURANT

**FORUM**



MOTION PICTURE

# EXHIBITOR

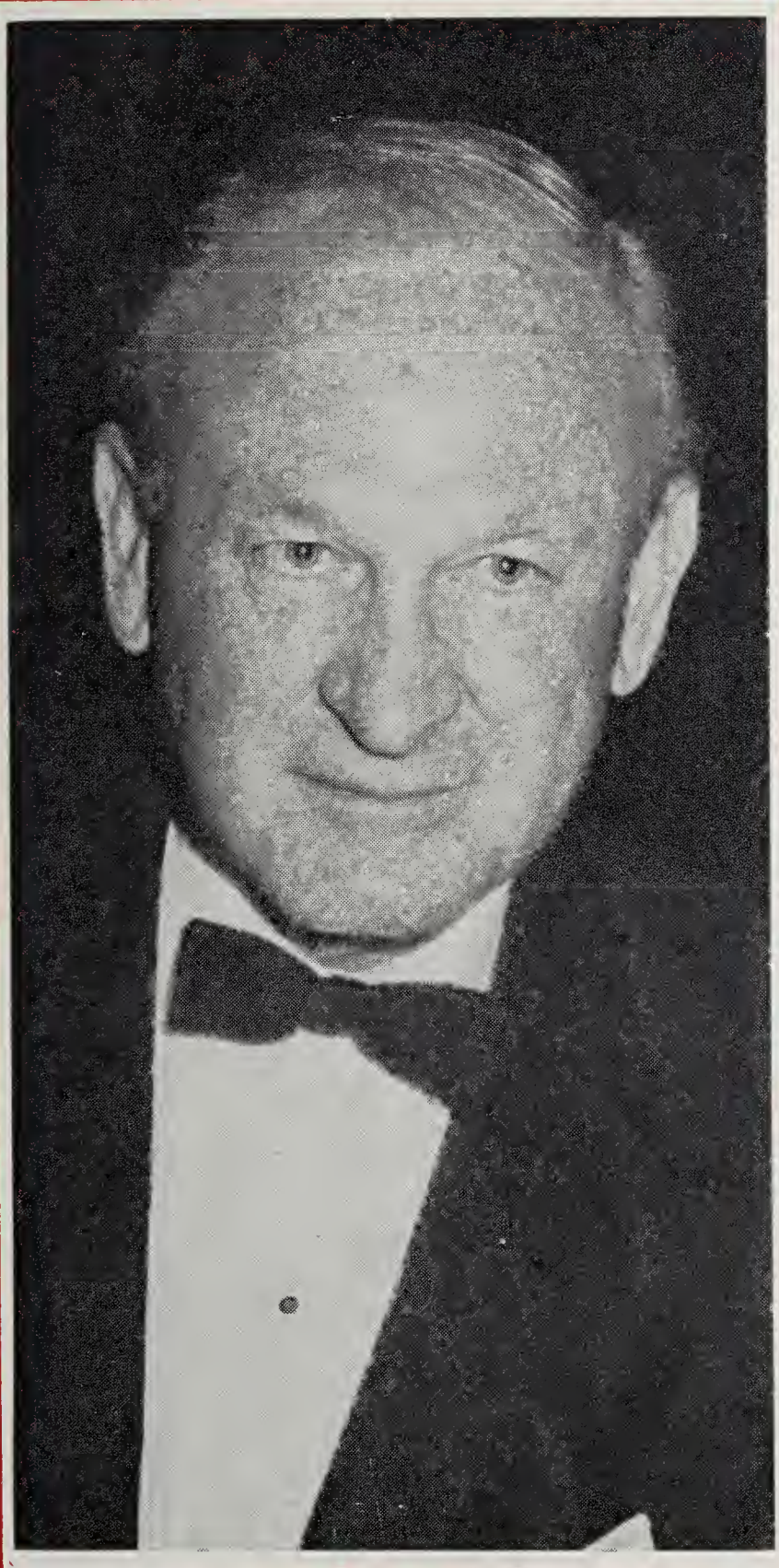
JANUARY 8, 1964

Volume 70

Number 26

IN THREE SECTIONS • THIS IS SECTION ONE

ENTERED AS SECOND CLASS MATTER OCTOBER 24, 1962. AT THE POST OFFICE AT BALTIMORE, MD., UNDER THE ACT OF MARCH 3, 1879



## New Censor Bill Studied In Md.

(See page 12)

## \$25 Million Set For ALP Lineup

(See page 16)

William R. Forman, president of Pacific Theatres, Los Angeles, who has had a major financial interest in Cinerama, Inc., for some time, is the new president and chief executive officer of that company, succeeding Nicolas Reisni. (Story on page 17.)

**ASK THE DYING MAN . . .** see editorial—page 7



# It's the Big Easter Fun Show... and here's the incredible Warner Campaign behind

festiv

Ho

S

"

Wachee. Remer

hap

**MASSIVE FASHION PR**

ment stores from one

**ENORMOUS**

leading lab

**NATIONAL ADVE**

**FULL NAVY COOPERATI**

adjuncts of

**LIMPET-INSPIR**

paings

**UNPRECEDEN**

"The Incre

the "Sp

**UNIC**

## THE

# incredible Mr. Limpet



Warner Bros. Presents "THE INCREDIBLE MR. LIMPET"



**ST UNDERWATER WORLD PREMIERE IN HISTORY AT WEEKI**

**WACHEE SPRINGS, FLORIDA.** Film will actually be shown underwater in an underwater theatre to 250 leading newspaper, radio and TV representatives with further bits and excitement of a fabulous four day program taking place at Port Paradise Crystal River. Don Knotts and cast along with Hollywood guest stars will be on hand.

**TEN MINUTE EXPLOITATION TRAILER IN COLOR.** The whole story of "The Incredible Mr. Limpet" press preview will be captured on film from Hollywood to Weeki Wachee. "Vacationlands, U.S.A." did for "Spencer's Mountain"? Warner Bros. is making it over again.

**ON** with twelve leading manufacturers and hundreds of the nation's finest department stores from one end of the country to the other.

**TO CAMPAIGN** featuring "Mr. Limpet" songs on Warner Bros. records and other

**S** will sell "The Incredible Mr. Limpet" with point of sale ads in leading magazines. The Department of Defense and the United States Navy Department were important in the production picture. Their full scale support will help launch "Limpet" in every way possible.

**YS, GAMES, BOOKS** as part of one of the most intensive merchandising campaigns ever developed for a motion picture.

**UNDERWATER SWEEPSTAKES.** Entries can be obtained at any theatre showing "The Incredible Mr. Limpet." They will be sent to Weeki Wachee with winning names to be selected at a "Live Mermaids" (by a live mermaid, of course).

**VERTISING, RADIO AND TV CAMPAIGN** to match unique quality of this outstanding attraction. All we can tell you is they'll have the whole nation waiting, watching and wild about "Limpet."

**DON KNOTTS WILL DO GUEST SPOTS ON BIG NETWORK TV SHOWS**





# "Sunday in New York"

The movie with  
so much exposure\*  
it's almost indecent.

\* Advertising exposure, that is!

LOOK · SAT. EVE. POST · McCALL'S · REDBOOK · COSMOPOLITAN · GLAMOUR  
MADEMOISELLE · MODERN SCREEN · SCREEN STORIES · PHOTOPLAY



**A** bold, blushing, outrageously funny  
new movie!



Dedicated  
to the  
proposition  
that  
every  
girl  
gets  
...sooner  
or later!

Metro-  
Goldwyn-  
Mayer  
PRESENTS  
A Seven Arts  
Production

# "SUNDAY in New York"



STARRING  
CLIFF JANE ROD  
Robertson \* Fonda \* Taylor  
CO-STARRING  
ROBERT Culp \* JO Morrow \* JIM Backus

MUSIC BY PETER NERO SCREENPLAY BY NORMAN KRASNA PRODUCED BY EVERETT FREEMAN DIRECTED BY PETER TEWKSBURY  
IN METRO **COLOR**

SEE IT SOON AT YOUR FAVORITE MOTION PICTURE THEATRE



Metro-Goldwyn-Mayer  
and Seven Arts  
are dedicated to making  
this one the big one  
for February.

And we're kicking  
it off with  
an ad campaign  
that will reach a  
total readership  
equivalent to  
1 out of every 2 Americans.

Here's where our ad  
is running and  
when it hits  
the newsstands:

MODERN SCREEN, JAN. 2  
SCREEN STORIES, JAN 2  
PHOTOPLAY, JAN. 8  
COSMOPOLITAN, JAN. 20  
GLAMOUR, JAN. 20  
REDBOOK, JAN. 21  
McCALL'S, JAN. 23  
LOOK, JAN. 28  
MADEMOISELLE, JAN. 29  
SAT. EVE. POST, FEB. 4

It all adds up to over  
100,000,000 readers.



# The world will never be the same come February\*



Bob's on the road to paternity in the only Hope movie that took 9 months to produce!

CO-STARRING AS THE GLOBAL GIRLS Lilo Pulver  
Michele Mercier · Elga Anderson  
Yvonne DeCarlo · Miiko Taka

ALSO CO-STARRING Robert Sterling  
Nehemiah Persoff · John McGiver  
Jacques Bergerac · Mickey Shaughnessy

MUSIC BY Dominic Frontiere  
ASSOCIATE PRODUCER EUGENE VALE  
SCREENPLAY BY Arthur Marx AND Bob Fisher AND Charles Lederer  
STORY BY Eugene Vale  
PRODUCED BY Hall Bartlett · DIRECTED BY Jack Arnold

**M-G-M is on the MOVE!**

\*That's when "A Global Affair" goes into release



## The Trade Paper Read by Choice—Not by Chance

Founded in 1918. Published weekly except first issue in January and first issue in September by Jay Emanuel Publications, Incorporated. General offices at 317 North Broad Street, Philadelphia, Pennsylvania 19107. Publishing office at 109 Market Place, Baltimore, Md. 21202. New York field office: 1600 Broadway, Suite 604, New York 10019, West Coast field office: William M. Schary, 818 S. Curson Ave., Los Angeles Calif. 90036. London Bureau: Jock MacGregor, 16 Leinster Mews, London, W. 2, England. Jay Emanuel, publisher and gen. mgr.; Albert Erlick, editor; George Frees Nonamaker, feature editor; Mel Konecok, New York editor; Albert J. Martin, advertising manager; Max Cades, business manager. Subscription: \$2 per year (50 issues); and outside of the United States, Canada and Pan-American countries, \$5 per year (50 issues). Special rates for two and three years on application. Single copy 25c. Second class postage paid at Baltimore Maryland. Address all official communications to the Philadelphia offices. Telephone: Area Code 215, WALnut 2-1860.



Volume 70 • No. 26

JANUARY 8, 1964

### ASK THE DYING MAN

IN MANY HIGH industry circles, executives of both distribution and exhibition are taking long, hard second looks at the entire question of the various "showcase" runs. Rumblings are being heard of proposed law suits in several quarters, including one large circuit. The cause for concern is the gradual elimination of established clearances that are said to be hurting both circuit and independent operators.

Naturally, much of this unrest is evidenced by rumors only, but where the smoke is this thick, it is not unreasonable to assume the possibility of a fire. There is talk, for instance, that one circuit, realizing the possibility of anti-trust violations, has voluntarily eliminated a few of its theatres from a showcase plan in order to give certain independent theatres a chance to play on what has been their normal run.

In this case, figures do not lie. The breakdown in the traditional system of distribution has served to increase the number of first-run theatres and to decrease the number of theatres that follow.

The showcase policy may well bring in extra dollars on its first showing, but it is the end result that must be considered as well. Many theatres in the same areas are presently sloughed off through this selling plan, and the legal staffs of these companies are busy determining just what their next step will be.

Disregarding the legal aspects of the situation for a moment, the fact remains that a given picture is just not in release long enough under the showcase policy to derive the full benefit of its advertising and exploitation. The natural build-up thanks to favorable word of mouth is lost, and the effect is bound to decrease the total film rentals going to producers and distributors and the boxoffice take of exhibitors.

Maximum playing time is important to a good picture. The only way to achieve this is to stabilize distribution in some sensible competitive pattern which is consistent.

The problem has been accentuated by the multiplicity of simultaneous runs which has developed. In some areas, 30 or more theatres show the same picture day and date. No one can doubt that such a situation drastically cuts the choice of entertainment open to the public, and this must also result in substantial boxoffice declines harmful to all concerned. This current evolution in selling policies may well result in quick returns, but if the final result is a loss of patronage, nothing has been gained.

### ADVERTISING WITH IMPACT

A HAPPY SIGN of the times is a new imagination in motion picture advertising. New ideas are on display and old ideas are being used more imaginatively. This is all to the good and is bound to be reflected in better theatre grosses at every playdate level.

For example, an advertisement for Buena Vista's "SWORD IN THE STONE," which appeared recently in Life Magazine, is our idea of a real winner. An exciting game with big cash prizes, merchandise prizes and trips to Disneyland is sure to

Competition of the right sort is the life-blood of trade.

There is no question that theatres are being built nationally at the present time. This is an encouraging development, but it can be a deceiving one as well. Examination reveals that these are mostly in suburban shopping centers. Conversely, much of the steam has been taken out of existing theatres. It is an unfortunate truism in this business that any reasonably effective change in sales policies instituted by one distributor is soon imitated by others. The facts are obvious. The imitators sometimes lack the foresight of the company that originally conceived the plan. The result is confusion. In their eager desire to grab quick guarantees via unrealistic bidding situations, last run situations become first-run situations. An atmosphere of quiet desperation prevails.

There is no doubt that bidding is the most frustrating angle of the business today. Speak to distributors privately, and they tell you almost to a man, "We're not in favor of bidding." Exhibitors too, with few exceptions, state that they don't want it. Yet it is obvious that it is here to stay until more and more theatres go broke and close. In fairness, viewing the national situation, it can be said that Warner Brothers are the last to go for this grab-bag policy.

Why do so many in this industry seem bent on self-destruction? The answer is not a simple one. At the root of the problem is fear. The exhibitor fears he will be left out in the cold while his competitor grabs the worthwhile films while they are hot. He sees little to be gained by remaining in his established playoff spot. He prefers a wild gamble in the bidding war to slow starvation. The distributor fears that he will not receive maximum returns on his investment. He chooses the quick gain and ignores the possible long-range damage these policies may cause. He may even continue to do business with a customer who has been caught cheating.

One new wrinkle replaces another with monotonous regularity. Bids are now being asked for pictures to be released in June and July. In former years, theatremen had a good idea of what they were buying. Now, it's guesswork.

Is it any wonder, therefore, that discontent is growing and that many are suggesting turning to the government or the courts for relief. The legal blowoff, when it comes, could shake things up even more than the "consent decree."

A wise man once said, "For the best advice on how to live, ask the man who knows he's dying."

capture the attention of youngsters. Walt Disney is a master at selling his films, and this newest promotional idea is one of his best. The ad is worth your attention and can even be adapted for theatre use with excellent results.

We would also like to tip our hat to Universal, and that company's new look in newspaper ads. An effective use of white space makes the U ads stand out in the mob of gray matter that clutters too many amusement pages. Better advertising means better business, and we can all use that.



# DWARFING THE MIGHTIEST

Joseph E. Levine presents



Starring

**Stanley Baker · Jack Hawkins · Ulla Jacobsson · James Booth · Michael Caine**

Screenplay by John Prebble and Cy Endfield · Suggested by an Article Written by John Prebble · Directed by Cy Endfield · A Diamond Films Ltd. Production · An Embassy Pictures Release · **Richard Burton**

Foreword Spoken by



# THUNDERING OVER THE GREATEST!



A Stanley Baker -  
Cy Endfield Production

**TECHNICOLOR®**  
**TECHNIRAMA®**

## **THE *ZULU* SHOWMANSHIP CARAVAN IS THUNDERING ACROSS THE COUNTRY!**

NEW YORK - DECEMBER 16 • CHICAGO - DECEMBER 17

SAN FRANCISCO - JANUARY 6 • LOS ANGELES - JANUARY 7

DALLAS - JANUARY 8 • ATLANTA - JANUARY 9 • KANSAS CITY - JANUARY 10

BOOK IT NOW FROM  
**EMBASSY!**



# NEWS CAPSULES



## FILM FAMILY ALBUM

### Obituaries

**SAM ARNOLD** (Silberstein), 42, Detroit's most colorful public relations man, died after ailing intermittently for many years at Mt. Carmel Mercy Hospital. His short career was widely diversified and included theatrical and motion picture publicity and the managing of a motion picture theatre. He is survived by his wife, a daughter, a son, and his mother. **Max Cohen**, owner of two motion picture theatres in Liberty, N. Y., and two in Monticello, N. Y., died. He had been a patient at Columbia Presbyterian General Hospital. A daughter is presently operating the two year-around theatres, the Liberty and the Rialto. The other two are summer situations.

**Nathan J. Cohn**, 63, sales executive of Columbia Pictures Corporation, died at Palm Springs, Cal., where he had been vacationing. A younger brother of the late co-founders of Columbia Pictures, **Harry** and **Jack Cohn**, he was a resident of Mt. Vernon, N. Y., and had served as president of the New York Film Board of Trade. He was a member of the Variety Club and the Motion Picture Pioneers. He entered the industry in 1900 in the booking department of Loew's Theatres. In 1932, he joined Columbia as New York district manager. He is survived by three daughters, a sister, and seven grandchildren.

**Robert F. Green**, 65, personnel director of Wometco Enterprises, Inc., died of a heart attack in Miami Beach, Fla. He was with Wometco 16 years. Survivors include his widow, a son, and two grandchildren.

**Mrs. Nettie B. Hellman**, 78, who with her husband, the late **Harry Hellman**, operated the Fairyland, one of the first nickelodeons in Albany, N. Y., died at her home there. Her son, **Neil**, operates the Hellman, several Philadelphia drive-ins, and several in Trenton, N. J. Other survivors are two granddaughters and seven great-grandchildren.

**Bernard F. Polster**, 59, co-owner of the Community Circuit Theatres, Cleveland, Ohio, died at St. Luke's Hospital. Survivors are his wife and a sister.

**Louis Alfred 'Lukie' Stein**, a pioneer motion picture theatre circuit owner in both Florida and Georgia, died in a Pasadena, Cal., hospital. His holdings consisted of indoor and drive-in operations in seven south Georgia communities. He was a former president of the Motion Picture Theatre Owners of Georgia. Survivors include his widow, a daughter, a son, two sisters, three brothers, and six grandchildren. He was a native of Lake City, Fla., and lived in this city most of his life.

**John Bellamy Taylor**, 88, whose experiments as research engineer for General Electric Company included work on talking movies and who was the first man to make sound visible and light audible, died at his Schenectady, N. Y. home. Survivors include three sons, a daughter, and several brothers and sisters.

**Mrs. Mabel M. Vickery**, 81, who retired after over 40 years as ticket seller at the Eaton, Charlotte, Mich., in 1958, died after a brief illness at a convalescent home. She is survived by a sister.

FORMS FOR THIS PAGE CLOSED  
AT 5 P.M., ON MON., JAN. 6

## Allied, TOA Execs Meet; Mull Merger Possibility

DETROIT—National Allied president Jack Armstrong announced that the Allied executive committee will meet with officers of Theatre Owners of America at the Hotel Fontainebleau in Miami Beach, on Friday, Jan. 10, to explore whether or not a merger of the two national exhibitors associations is possible, practical, or feasible.

"I cannot emphasize strongly enough that the discussions between TOA and Allied will be merely exploratory," Armstrong stated, "and that no inference can be drawn that a merger of the two organizations is imminent, anticipated, or even possible."

"John Stembler, then president of TOA, originally suggested to both Marshall H. Fine and myself that the TOA and Allied executives meet to discuss the possibilities of merger. This was also proposed by John Rowley shortly after he assumed the presidency of TOA. The fact that this meeting will be held reflects the ever-increasing co-operation and coordination that has existed between the two national exhibitor associations during recent years."

TOA executives attending the meeting will include Rowley, Stembler, Mitchell Wolfson, George G. Kerasotes, Myron N. Blank, David Wallerstein, and Joseph G. Alterman. Allied will be represented by Armstrong, Ben Marcus, Marshall H. Fine, Wilbur Snaper, and Milton London.



## BROADWAY GROSSES

### Holiday Boost Continues

NEW YORK — The holiday spirit still boosted Broadway grosses. According to usually reliable sources reaching MOTION PICTURE EXHIBITOR, the break-down was as follows:

"**4 FOR TEXAS**" (WB). Paramount reported \$35,000 for the second session.

"**CHARADE**" (U). Radio City Music Hall, with stage show, did \$127,204 from Thursday through Sunday, with \$188,000 claimed for the fifth week.

"**THE CARDINAL**" (Columbia). DeMille had \$37,000 for the fourth week.

"**BEST OF CINERAMA**" (Cinerama). Loew's Cinerama reported \$18,000 for the second week.

"**IT'S A MAD, MAD, MAD, MAD WORLD**" (UA-Cinerama). Warner Cinerama announced \$59,466 for the seventh week on 14 shows.

"**MOVE OVER, DARLING**" (20th-Fox). Astor had a \$23,000 second week.

"**WHO'S BEEN SLEEPING IN MY BED?**" (Paramount). Victoria stated the second week was \$17,000.

"**THE VICTORS**" (Columbia). Criterion did \$36,500 on the third week.

"**CLEOPATRA**" (20th-Fox). Rivoli did \$25,000 on the 26th week.

"**THE SWORD IN THE STONE**" (Buena Vista). RKO Palace had a \$30,000 second week.

"**LOVE WITH THE PROPER STRANGER**" (Paramount). Loew's State reported \$43,000 for the second week.

An eastern circuit executive sent along this idea for an editorial cartoon, based on current industry problems. Need we say more?





*The girl who let him  
rest his conscience  
on her pillow...*



# THE KIND OF HUMAN DRAMA THAT PULLS 'EM INTO THE PICTURE... AND THE THEATRE!

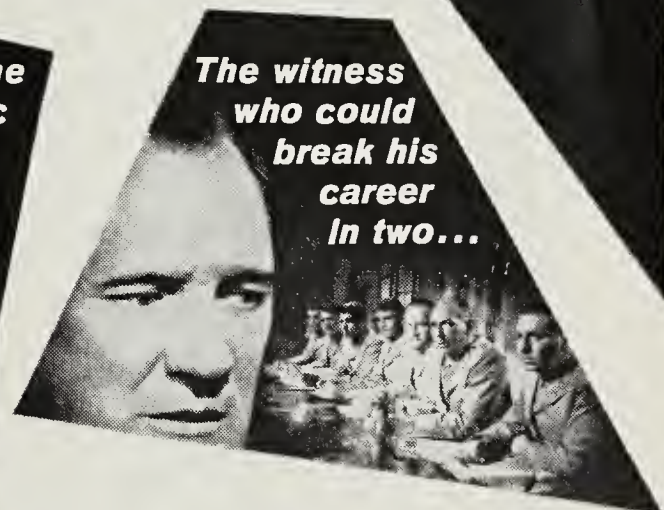
*The  
General  
who put  
him on the  
spot...*



*The murderer who  
plunged him into the  
whole fantastic  
chain of  
events...*



*The witness  
who could  
break his  
career  
in two...*



20th CENTURY-FOX presents a TALBOT-PENNEBAKER PRODUCTION

**ROBERT MITCHUM**  
**FRANCE HUYEN**  
**BARRY SULLIVAN**  
Guest Star **TREVOR HOWARD**

man  
in the  
middle

Also Starring

**KEENAN WYNN**  
as the murderer

SAM WANAMAKER • ALEXANDER KNOX

Produced by WALTER SELTZER • Directed by GUY HAMILTON

Screenplay by KEITH WATERHOUSE and WILLIS HALL • From a novel by HOWARD FAST

Music by LIONEL BART • CINEMASCOPE

FOR MID-JANUARY FROM 20th!



# Md. Plans New Censorship Bill

**Exhibits Prepare For Fight; Classification Measure Also Makes Ticket-Buyer Liable For Arrest, Fine**

BALTIMORE, MD.—Allied Motion Picture Theatre Owners of Maryland, Inc., have sent copies of proposed additions to the present state censorship laws which will be introduced at the next session of the legislators Feb. 5, 1964, and carries the approval of the legislative council, to all theatres in the state, along with a directory of all state senators and delegates.

Chief among the amendments to the bill governing the Board of Motion Picture Censors, as recommended by a subcommittee appointed by the Budget and Finance Committee last October, is the so-called "classification measure" which establishes a special licensing category limiting the exhibition of certain motion pictures to persons 18 years of age and over, relating criteria therefor, and providing penalties for violation.

Provisions of the bill include:

"In addition to any other penalties, any person, copartnership, or corporation, or any member, officer, agent, or employee, who shall knowingly violate any provision of Section 6B shall be guilty of a misdemeanor and upon conviction thereof, shall be punishable for each offense by a fine of not more than \$100.

"This section also calls for the posting of a sign in a prominent position at the point on the premises where admission to the theatre is purchased, a sign or poster no less than 14 inches in length and 12 inches in height reading, 'Notice. Under the laws of this State, the film now being exhibited may be seen only by persons who have achieved their eighteenth birthday. Persons under the age of 18 who attempt to purchase admission, or to see this film, are subject, on conviction, to a fine not exceeding \$100.—Article 66a, Section 6c, Annotated Code of Maryland.'

"Upon each film which has been approved by the Board for exhibition only to persons of the age of 18 years and over, there shall be furnished by the Board the following certificate of statement: 'Approved by the Maryland Board of Censors for exhibition only to persons 18 years of age and over.'"

The censorship measure includes posters, banners, or similar advertising matter; and any termed "obscene, indecent, immoral, inhuman, sacrilegious, or tending to corrupt morals or incite to crime, if exhibited, or offered for exhibition, shall be sufficient ground for the revocation of the certificate or license for said film issued by the Board."

The bill further states that "no film shall be approved for exhibition in the state unless said film has been examined by, or the examination has been supervised by, at least two members of the Board. No elimination or disapproval of a film or view shall be ordered by the Board, and no film may be licensed for exhibition only to persons 18 years of age and over, unless two members of the Board shall have examined the film, and shall have signed the said order of elimination, disapproval, or approval for persons of 18 years and over only. The Board shall examine and render its decision concerning any film or view submitted to it within seven calendar days of the date on which the film is de-

**"Jones" Tops Critics' List; Finney, Neal Voted Best**

NEW YORK—In the 28th annual New York Film Critics' awards, United Artists-Lopert Films' "Tom Jones" was judged the best picture; its star, Albert Finney, the best actor; and its director, Tony Richardson, the best director.

Particia Neal in Paramount's "Hud" was judged the best actress.

Embassy's "8½" was selected as the best foreign language picture.

The awards will be presented to the winners at a private dinner at Sardi's West on Jan. 18.

## Raleigh, N. C., Integrates Theatres, Restaurants

RALEIGH, N. C.—The Mayor's Community Relations Committee announced that indoor motion picture houses here have opened their doors to Negroes on an unsegregated seating basis.

In noting that the theatres, which were the scenes of numerous demonstrations during the spring and summer, have been integrated, the committee said a third of the restaurants in the city, which also have been demonstration targets, also have lowered racial bars.

It said the pace of desegregation in Raleigh was "stimulated by the crisis created by the street demonstrations in the spring and summer of 1963," but that "credit must also be given to the bi-racial committee in Raleigh."

"Attitudes and practices which have persisted as long as those in this field are slow to change," it said. Many people have great fears, either real or imagined. Many have to be propped up when they get weak.

"But despite the obstacles, we believe the present attitude of our committee and the present climate of the community combine to make reasonable progress possible.

"Worthwhile and lasting progress," the report continued, "comes from a vigorous effort which persuades men to sacrifice private convenience to the common interest. While the step which has been taken in Raleigh is only the first short step to substantial progress in the area of employment, public accommodations, and human relations to which we might still properly aspire, it is the kind that had to be taken boldly before any other could be attempted."

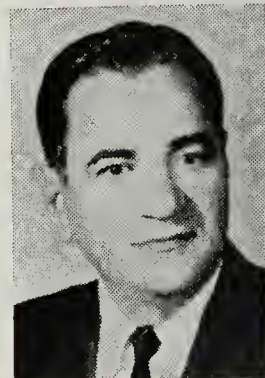
posited with the Board at its offices. If the Board orders any elimination or disapproval of a film or view, or orders that any film may be licensed for viewing only by persons of the age of 18 years or over, the decision of the Board may be appealed to the Baltimore City Court of Baltimore City."

Fines for not complying with these regulations or for showing a film not bearing the Maryland State Board of Censors approval are not less than \$50 nor more than \$100, or imprisonment for not over 30 days, or be both fined and imprisoned in the discretion of the said Justice of the Peace. In addition, the Board may also seize and confiscate any misbranded film.

The Act is intended to take effect June 1, 1964.

**Charles Okun Retires; 40 Years With Coca-Cola**

NEW YORK—Charles Okun, theatre and concessions manager for The Coca-Cola Company, retired after 40 years' service with the company's fountain sales department. Prominently identified with the theatre industry and its affiliates during his career with the soft drink firm, Okun was paid tributes by many branches of the theatrical field as well as by his associates in The Coca-Cola Company.



OKUN

A native of Brooklyn, Okun started his career as a salesman and filled assignments in the Bronx, Brooklyn, and Times Square areas of New York City. He became a special representative contacting theatres and subsequently was made theatre and concession manager located in New York City.

At their national convention, the Theatre Owners of America awarded Okun honorary membership. The National Association of Concessionaires also voted him an honorary life membership. The TOA of New England and Connecticut paid tribute to Okun at a reception, expressing the respect and admiration of theatre owners in the presentation of a silver bowl. In addition to these honors, he received the New York Allied Theatre Owner award and life membership.

Widely known and beloved for his contributions and devotion to many charities, Okun became the first person to receive a Golden Heart Award from the New York Variety Tent 35. The award, which was given in 1962, honors members of the industry and related fields for their humanitarian work.

Okun also received in 1962 a Will Rogers statuette as an expression of gratitude from the Will Rogers Memorial Hospital.

Member of the Motion Picture Pioneers of America, Okun is also chairman of the beverage division of B'Nai B'Rith and a past chancellor commander of the Knights of Pythias.

## Battle For British Lion

LONDON—Following the government sponsored National Film Finance Corporation's decision to exercise its option to purchase the directors' shares in British Lion and its request for the directors' resignations, a battle royal has broken out over the company's future.

NFFC wants to sell British Lion to private enterprise and is considering an offer from Sydney Box for \$4,200,000. This move is being strongly opposed by the directors, David Kingsley, Sidney Gilliat, Frank Launder, and the Boultings, who are reported to have received more than \$2,000,000 for their holdings; labor party leaders, and industry trade unions. They want the company to remain in public hands and for the situation to be discussed in Parliament before a sale goes through.

Box has assured NFFC that if the deal "finalised" he would continue to operate British Lion as an independent force.



**BOOK NOW** thru YOUR CROWN-INTERNATIONAL DISTRIBUTOR

**THRILL JUMPING GUYS,  
THRILL SEEKING GALS...  
DARING DEATH WITH  
EVERY LEAP!**



# THE SKYDIVERS

STARRING KEVIN CASEY • ERIC TOMLIN • MARCIA KNIGHT • TONY CARDOZA

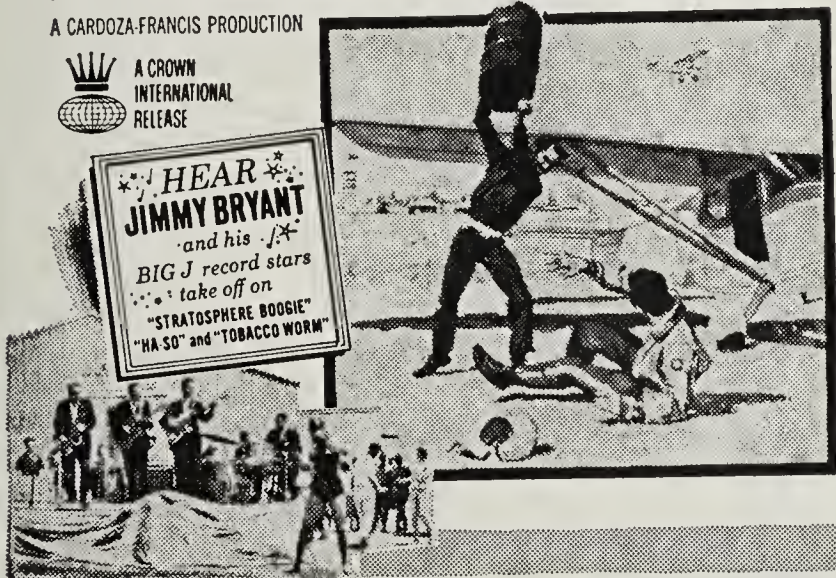
WRITTEN AND DIRECTED BY COLEMAN FRANCIS PRODUCED BY ANTHONY CARDOZA

A CARDOZA-FRANCIS PRODUCTION



A CROWN  
INTERNATIONAL  
RELEASE

HEAR  
JIMMY BRYANT  
and his  
BIG J record stars  
take off on  
"STRATOSPHERE BOOGIE"  
"HA SO" and "TOBACCO WORM"



**THE MOST INCREDIBLE  
PLOT TO CONQUER THE  
WORLD!**



# "MADMEN OF MANDORAS"

WHO PUSHED  
THE PANIC  
BUTTON  
??



STARRING WALTER STOCKER • AUDREY CAIRE • CARLOS RIVAS • DANI LYNN

SCOTT PETERS • MARSHALL REED Written by RICHARD MILES and STEVE BENNETT

Produced by CARL EDWARDS • Directed by DAVID BRADLEY • A SAN-S PRODUCTION

READY FOR RELEASE SOON

**"CARNIVAL  
OF CRIME"**

Starring JEAN PIERRE AUMONT

**"ESCAPE  
from HELL ISLAND"**

Starring MARK STEVENS

**CROWN-INTERNATIONAL PICTURES, Inc.**

HOME OFFICE—  
1918 So. Vermont Ave., Los Angeles 7, Calif.



# Exhibs Mobilize For Pay-TV Battle; Subscription TV Suit No Deterrent

PHILADELPHIA — David E. Milgram, president, Theatre Owners of Pennsylvania, affiliated with Theatre Owners of America, in announcing that a meeting will be held locally in the near future in connection with the fight against pay-tv, particularly in California, gave an analysis of the situation, stressing the recent \$117,000,000 suit of Subscription TV, Inc., against five motion picture organizations, 12 exhibiting chains, and three individuals.

Said Milgram, "The TOA cannot afford to have pay-tv prove itself in California and eventually spread over the country.

"The suit of Subscription TV, Inc., charges the defendants conspired to restrict competition in violation of Federal and State anti-trust laws, sought to deter public purchase of stock in Subscription Television through advertising, publicity, and other means; and conspired to prevent Subscription Television from securing program material for its services. Also being sought is a restraining order enjoining the defendants from further engaging in activity against subscriber television.

"The amount of damages is estimated at \$39 million (trebled \$117 million), based on their estimate of what Subscription TV would have earned if allowed to proceed without interference—despite their prospectus which stated that their venture was highly speculative.

"Heads of the national exhibitor organizations and counsel for The Crusade For Free TV came to the conclusion that the suit was brought to harass exhibition, impede the flow of funds, and to prevent the public from speaking its mind via the ballot. It was the counsel's opinion that, the suit not withstanding, the campaign objectives and determination to repeal the California State Law should go without restraint, and with full steam ahead.

"We have also been advised that no law of any kind has been breached or violated, and that we are within our constitutional rights as citizens, and as members of an industry, to fight with every means at our command to preserve, protect, and defend our business from any other outside interests seeking to destroy us.

"We have been asked by John Rowley, TOA president, to join in this national fight.

"Mass meetings of exhibitors have already been held in Dallas, New Orleans, Atlanta, Kansas City, New York City, Boston, Denver, Seattle, Salt Lake City, Milwaukee, and Washington, D. C.

"A fund of \$1,000,000 is being raised to fight this issue. \$500,000 has already been pledged by the exhibitors of California. Over \$200,000 has already been pledged and collected from various organizations in the cities mentioned above.

"Subsequent meetings have already been arranged, in the near future, in Detroit, Cleveland, Cincinnati, Charlotte, Jacksonville, and Richmond. Each territory is being assessed according to quotas which are carried by film distributing companies (i.e. Philadelphia 4-1/2 per cent)."

Meanwhile, the California Crusade for Free TV was granted its motion in Federal Court in Los Angeles to set aside all orders previously granted plaintiff, Subscription TV, Inc., in connection with the records of the Cali-



Seymour Poe, executive vice-president, 20th Century-Fox, who will serve as entertainment division chairman for the 1964 March of Dimes, meets the fund campaign's new poster girl, five-year-old Patricia Reilly, Flushing, Queens, N. Y.

fornia Crusade for TV, according to Arthur Childhouse, president, Crusade organization.

Federal Judge Thurmond Clarke ordered Subscription TV, Inc., and all affiliated companies, as plaintiff, as well as defendants, California Crusade for Free TV, to maintain all of their existing records. In addition, Judge Clarke set aside an order permitting plaintiff, Subscription TV, Inc., to take depositions of certain individual defendants.

Following the proceedings, the Court turned the entire case over to Judge William C. Mathes for further proceedings at a later date.

## Large Legal Fee Voted In Air Conditioning Suit

DETROIT—Since 1957, the Detroit bureau has been reporting a law suit instituted by lawyer David Newman in behalf of Michigan Allied to set aside a water charge on non-recirculating air conditioners in theatres and other places of business, by the city.

It has reported the ups and downs of trials, appeals, and only in December was the final victory announced. At the Allied board meeting last month, many of the letters congratulating and thanking Allied from businesses unrelated to exhibition were read.

Just before the court ended its 1963 calendar, Wayne County Circuit Judge George E. Bowles set the fee for Newman and his associates at \$761,000. This is one of the largest fees in Michigan history.

The reasons for this whopping, unusual amount: Newman accepted the case on a contingent basis. Had he lost, seven long years of work would have gone for nothing. Including the movie houses, 6,600 users of non-recirculating air conditioning systems will get refunds. For 1962 and 1963, these users would have had to pay an additional \$1,332,000 each year, which would have continued annually into the future.

The fee will be paid out of the \$2 millions. This type of case is known as a "class suit." This means that it benefits but does not necessarily involve all who paid the extra charge. In such suits, the court sets the legal fee.

## Kramer Leaves Cinerama

NEW YORK—B. G. Kranze, vice-president in charge of international distribution for Cinerama, Inc., announced that Sidney Kramer, foreign sales manager, is leaving the organization. "His contribution to this company, during the past two years, has been most valuable and important," Kranze stated.

## CHEERS FOR 1964

Good motion pictures are the life blood of the industry, and recently we were privileged to see several that promise to be top grossers in 1964. At the start of the new year, we would like to share some of our enthusiasm with you, our readers.

MAN IN THE MIDDLE (20th-Fox) Max Youngstein's first effort as an independent producer has the stamp of quality on it. This is a tense and gripping drama that asks some provocative questions. Robert Mitchum, France Nuyen, Trevor Howard, and Keenan Wynn head up an excellent cast, and audience interest never lags. Look for this one to do a very creditable job at boxoffices everywhere.

VIVA LAS VEGAS (MGM) For our money, this is Elvis Presley's best, thanks to his leading lady. Tuneful action all the way will delight the kids, and the adults as well should get a bang out of the fun-filled and colorful yarn. Elvis is joined by the beautiful and bubbling Ann-Margret, and if this gal doesn't become one of the screen's brightest stars, there is no justice. She is dynamite. Exhibitors will sing a happy song all the way to the boxoffice.

THE PINK PANTHER (United Artists) Still on the lighter side, this colorful comedy is a lusty carnival of thieves. David Niven and Peter Sellers are as entertaining a pair as you will ever see. Capucine lends her beauty and charm to the comedy, and the result is as hilarious a criminal mixup as the screen has ever seen. For audiences who enjoy laughter, this is a natural.

SEVEN DAYS IN MAY (Paramount) Take a best-selling, timely novel; hand it over to expert film-makers of the calibre of John Frankenheimer; load it with a cast boasting such names as Burt Lancaster, Kirk Douglas, Fredric March, Ava Gardner, Edmond O'Brien, and many others; and you have a gripping drama that should have audiences talking and boxoffices humming. It is films like this that prove the screen has truly grown up. This is provocative dramatic excitement at its very best.

ONE MAN'S WAY (United Artists) Everyone is familiar with the writings of Dr. Norman Vincent Peale. His book, "Power of Positive Thinking," was an all time best seller. This film is the story of this dynamic clergyman's life, and it is also one of the warmest, most human, most uplifting pictures you'll ever see. Don Murray is perfect as Dr. Peale. This is a film for everyone and the kind of family entertainment that deserves the support of every person who over complained about the moral content of motion pictures. Let's see what the do-gooders will do now.

JAY EMANUEL



## Hyman Urges Promotion To Kayo Orphan Periods

BOSTON — The operating chieftains of American Broadcasting-Paramount Theatres northern affiliates, headed by Edward L. Hyman, vice-president of the parent company, are meeting here to make plans for outstanding campaigns for April-May pictures. Over the past several weeks, Hyman met with the distributors and urged them to bolster their release schedules for the so-called "orphan period" with quality pictures to demonstrate that product of high merit can reap high boxoffice rewards at any time of the year.

The Boston meeting of the AB-PT affiliates is being designed to formulate a resurgence of promotional activities to go all-out with the April-May product.

"It is my contention that the exhibitor, being a part of the community, can excel in selling a picture to the public much better than similar efforts emanating from either New York or Hollywood," declares Hyman. "I am of the firm opinion that showmanship practiced on the grass-roots level cannot be surpassed—and we are going to prove it to be so."

Hyman's efforts to wipe out the orphan periods in his orderly release pattern have been endorsed by exhibitors throughout the United States and Canada. His current April-May determination has won the avid support of theatre men and organizations who have promised their wholehearted backing. As a result, leading distribution companies have pledged an increase in the number of pictures to be available in April and May of 1964.

Those attending the Boston meeting include, in addition to Hyman, Chester Stoddard, Hy Fine, and Marvin Huban, New England Theatres, Inc.; Don Allen and Don Knight, Tri-States Theatre Corp.; Arthur Krolick and Francis Anderson, Buffalo Paramount Corp.; George Aurelius, Arizona Paramount Corp.; John Krier, Intermountain Theatres, Inc.; Earl Long, California Paramount Corp.; Woodrow Praught and Tom Byerle, United Detroit Theatres; Charles Winchell and John Branton, Minnesota Amusement Company; Robert K. Shapiro, New York Paramount; Leon Serin, AB-PT's Philadelphia theatres; and William FitzSimons, upstate New York theatres.

The New York office is represented by Al Sicignano, Alvin Geiler, Paul Levin, Morris Goldschlager, Murray Waterman, Morris Sher, and Henry Spiegel.

## Congress Library Honored

WASHINGTON—The Hollywood Museum will honor the Library of Congress at a ceremony here tomorrow (Jan. 9).

The occasion will be the 70th anniversary of the deposit of the first motion picture for copyright in the Library.

Sol Lesser, president of the Hollywood Museum, has arranged the ceremony in cooperation with Senator Thomas H. Kuchel and Representative James Roosevelt of California. It will take place at a luncheon in the new Senate Office Building.

In behalf of the Museum, Lesser will present Dr. L. Quincy Mumford, the Librarian of Congress, a book of tributes from scores of leading figures in all phases of motion pictures, television, radio, and recording. These are the industries represented in the Museum, for which ground was broken in Hollywood last October.

# Boston Censor's Hunt For Obscenity Continues Despite Attorney General

BOSTON—There was immediate reaction to the ruling of the Attorney General of Massachusetts that municipal authorities have no power to censor films. Boston's city censor, Richard J. Sinnott, issued a statement that he will continue to check film theatres in Boston for "obscenity and pornography" despite the Attorney General's ruling.

The Boston Herald, which has editorialized outspokenly against censorship powers, said: "What the Attorney General has done, however, is to affirm that local officials have no right to use their statutory licensing powers as a means of summarily depriving the theatre owners of their rights of free expression and the public of access to that expression. This is as it should be."

Sinnott, who is chief of the Boston Licensing Bureau, said: "There has to be some supervision of these places." Sinnott said he had not had time as yet to thoroughly study the ruling, but said he felt it was directed more at art theatres and not at the city of Boston as such.

"I license these places as the mayor's representative," he said, "and therefore we want to know if the stuff is obscene or pornographic. I've never claimed to be a censor, but on occasion I ask the vice squad to check films to see if they are obscene or pornographic." Sinnott said the police "have the right to go into any film theatre, playhouse or nightclub to see if anything objectionable is taking place."

## Rand To PR Agency

NEW YORK—The election of Harold Rand as vice-president of the publicity-public relations agency of Solters, O'Rourke & Saberson was announced.

Rand has resigned as the director of advertising and publicity of The Landau Company to accept the position.

An executive with broad promotional and marketing experience, Rand has been affiliated with several of the major companies in the motion picture field. Prior to his association with The Landau Company, he was the director of world publicity for 20th Century-Fox, where he developed and supervised the international campaign launching "Cleopatra" last year.

Rand also has served as the director of publicity for Joseph E. Levine's Embassy Pictures and was publicity manager of Paramount Pictures and Walt Disney's Buena Vista Film Distribution Company. He was also the head of his own public relations firm, Blank-Rand Associates.

## New Commonwealth House

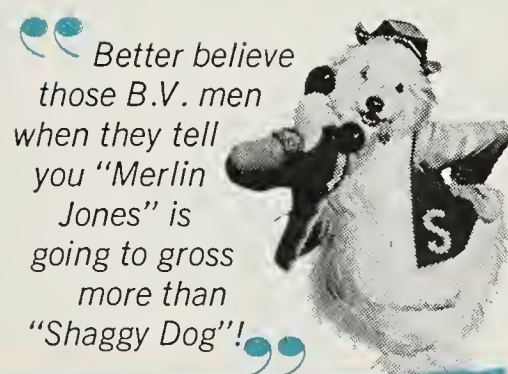
KANSAS CITY—I. Selden Catlin, vice-president and general manager, North Kansas City Development Co., North Kansas City, Mo., and Richard H. Orear, president of Commonwealth Theatres, Inc., presided at opening of a new theatre on Christmas Day.

The theatre, named the Centre, is on site of the old Armour Theatre, which has been closed. Only the shell of the former building was used for the new house. The theatre has new heating, new seats, new air conditioning, RCA "hi-fi" sound, new deluxe screen, new carpet, drapes, and restrooms; enlarged lobby and concession stand and new front with a special marquee and sign; and finest of the latest in projection equipment.

"It's my personal opinion," he stated, "that the law with regard to film theatres is on the side of the exhibitor. The laws are very liberal."

The Boston Herald editorial said: "It's not surprising that Attorney General Brooke has ruled illegal the censorship of 'objectionable' motion pictures by municipal officials through the suspension or revocation of theatre licenses. If anything is settled constitutional doctrine, it is that government may not suppress ideas merely because they offend elements of the community. Justice William J. Brennan, Jr., made the point for a majority of the Supreme Court in the Roth case, when he wrote 'All ideas having even the slightest redeeming social importance—unorthodox ideas, even ideas hateful to the prevailing climate of opinion—have the full protection (free speech guarantee) of the First Amendment to the U. S. Constitution.'"

"But obscenity, Justice Brennan hastened to add, is beyond the protection of the First Amendment precisely because it is 'utterly without redeeming social importance.' The Attorney General's ruling does not invalidate any of our several criminal statutes which punish obscene expression and conduct, in motion pictures and elsewhere. The police and the courts of our Commonwealth have just as much power to investigate and prosecute the purveyors of obscenity as they did before Mr. Brooke issued his opinion."



COMING FOR **FEBRUARY!**



# \$25 Million Budget, 25 Films Set For AIP'S 10th Anniversary Year

LOS ANGELES—American International Pictures' toppers James H. Nicholson and Samuel Z. Arkoff, on the eve of AIP's 10th anniversary year, disclosed full details of plans to set new company highs in both production and distribution with a record \$25,000,000 allocated for 1964 production and a record total of 25 films set for 1964 release.

Nicholson and Arkoff, in revealing details of plans culminating American International's steady 10-year growth to parity with Hollywood's top production and distribution companies, pointed out that the 1964 production budget represents a huge 25 per cent increase over last year's figures.

The AIP executives predicted additional new records in picture grosses and bookings during the company's 10th year on the basis of bigger and better exhibitor support pledged at the recent TOA and Allied conventions. Backing this up, they said, will be AIP's continuing policy of diversified and timely product, coupled with box office-angled casts of top name stars.

The toppers again emphasized their support of exhibitors by stressing the five-year television clearance policy whereby no AIP film would be seen on tv before it has been in theatrical distribution for a minimum of five years.

Another "sure-fire winner" on AIP's 1964 release schedule is the recently completed "Muscle Beach Party," featuring the same

young stars and ingredients which made "Beach Party" a summer hit, according to Nicholson and Arkoff. Coupled with almost two millions' worth of tie-in promotional campaigns and a scheduled nationally televised world premiere in Dallas, "Muscle Beach Party" has almost 300 bookings already set for Easter Week in major areas of the nation.

Sneak preview reactions and the initial successful openings of "The Comedy of Terrors" have spurred plans to start production in April on a similar terror spoof film entitled "The Graveside Story."

Still another musical comedy, after the order of "Beach Party" and "Muscle Beach Party," entitled "Bikini Beach," will go into production in March with release planned for July, 1964, announced the film company executives.

American International's plans for a 10th anniversary growth year also includes record expansion in foreign markets, according to Nicholson and Arkoff. They announced the bolstering of AIP European publicity via the opening of a London P-R office, and openings of publicity offices scheduled during the next three months in France, Italy, Germany, Spain, and the Scandinavian countries.

It also was disclosed that Arkoff, who only last week returned from Europe, had purchased 17 pictures for release solely by AIP's foreign department. Arkoff explained that the company's world-wide export division is now geared to handle this and even more product under its new expanded setup.

At the same time, the AIP toppers announced that they will extend their successful policy of setting personal appearances of top stars to coincide with openings of AIP films in England and Europe for the first time. They revealed that Frankie Avalon, Annette Funicello, and Candy Johnson will go on separate p.a. junkets to Continental openings of "Beach Party" during the first three months of 1964.

Backing up AIP's ambitious production plans and release schedule are a rapidly expanding roster of production and acting talent all signed to long-term, multi-picture deals.

Many of these talents will also participate in three co-productions set with Anglo-Amalgamated Films of London and one with Italian International Films of Rome. These co-productions will be Edgar Allan Poe's "The Gold Bug"; "When the Sleeper Wakes"; Poe's "City in the Sea"; and "The Dunwich Horror."

Another big AIP overseas production, the \$4,500,000 spectacle, "Genghis Khan," has had its release date set back from Christmas, 1964, to summer, 1965, because of the elaborate and lengthy production schedule involved.

When American International came into being in 1954 it had a capitalization of \$3,000, four employees, and nary a motion picture. Today, 10 years later, AIP has 375 payroll employees, a backlog of over 130 films representing an accumulated gross of more than 200 million dollars, and 30 domestic exchanges and franchise holders augmented by 15 foreign distribution outlets. Ten of the domestic exchanges are AIP-owned and operated.

## Sullivan Leases Wichita Theatre To Commonwealth

WICHITA, KANS.—O. F. Sullivan, a pioneer Wichita theatre builder and operator, announced that he has leased the Crest, with an adjacent parking lot, to Commonwealth Theatres, Inc.

Negotiations were concluded with Richard H. Orear, president of Commonwealth Theatres, Kansas City. Commonwealth Theatres operates 121 theatres in eight states, which includes the Meadowlark, Twin and Terrace Drive-Ins, and the two theatres which Sullivan built in Wichita, the 81 and 54 Drive-Ins.

Orear expressed great confidence in the future of Wichita.

Mr. and Mrs. Sullivan entered the theatre business in Wichita in 1925. They purchased the West, located in west Wichita, which was the only theatre operating in Wichita in a suburban area. Following that, they built the Civic in west Wichita and operated the Crawford and the Palace in the central business district, and the Tower in the east part of the city.

Sullivan built the 81 Drive-In, first drive-in in the state of Kansas, and later he built the 54 Drive-In. Sullivan takes a great amount of pride in his creation of the Crest in 1950, considered one of the most beautiful and outstanding theatres in the midwest.

Sullivan, in making the announcement with Orear, said, "I take great pride in the fact that, for the past 40 years, we have brought the very best in entertainment to the Wichita public through the medium of the motion picture. What a blessed privilege it is to have been so engaged. Mrs. Sullivan and I wish to express our sincere thanks to the public for their loyal patronage over these years. The Commonwealth Theatres Inc., has a long and enviable record of operating fine motion picture theatres. We are sure they will continue this tradition at the Crest."

Sullivan will continue to operate the Civic playhouse and will remain active in his personal business interests in Wichita. Dale Stewart, city manager in Wichita for Commonwealth Theatres, stated that he will pursue the high standards of the operation of the Crest Theatre and that this theatre will seek to present the very best of Hollywood films.

## U Sets Rackmil Drive

NEW YORK—The Milton Rackmil Sales Drive—a 26 week international sales competition in which Universal branches and distributors overseas will honor their company president—has been announced by vice-president and foreign general manager, Americo Aboaf.

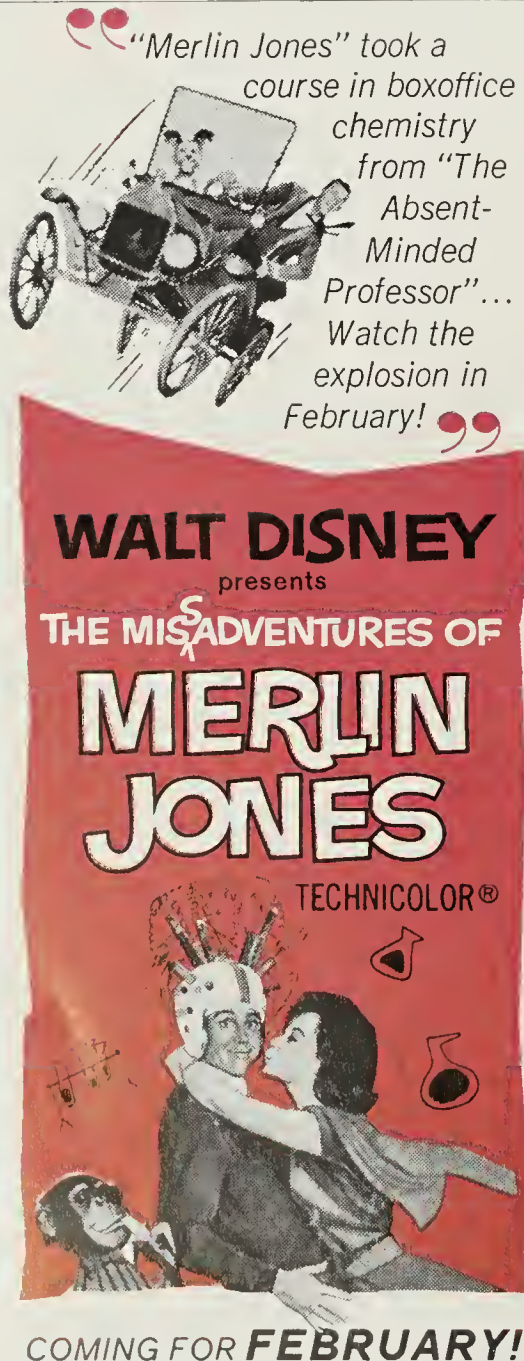
As a global tribute to Rackmil's outstanding leadership, the theme of the drive will be "A Salute to Leadership."

Forty-five Universal branches and distributors in Europe, Latin America, the Far East, and Australasia will participate in the drive which gets underway in the first week of January and will run until the end of June. Substantial prizes will be awarded to the winning territories.

## Seidelman Exits AIP Post

NEW YORK—Samuel L. Seidelman, vice-president in charge of foreign distribution, head of American International Export Corporation (American International Pictures), announces his resignation to become effective as soon as a replacement can be named.

“Merlin Jones” took a course in boxoffice chemistry from “The Absent-Minded Professor”... Watch the explosion in February!



WALT DISNEY presents  
THE MISADVENTURES OF  
**MERLIN JONES**  
TECHNICOLOR®

COMING FOR **FEBRUARY!**



# The NEW YORK Scene

By Mel Konecuff

**THE METROPOLITAN SCENE:** More greetings of the season in from Cinema Distributors of America's Bob Steuer and Mike Ripps, Embassy Pictures, George Nelson, Al Floersheimer, Paul Baise, Marion Billings, John Collins, Lee Bergman, Jean and Julia Goldwurm, Jack Pitman, Mort Segal, Friends at Paramount, Ruth Pologe, Everett Callow, Phil Gerard, Paul Kamey, Milt Livingston, Arlene Ludwig, Jack Levin, Joe Brenner, Norman Elson, Pintoff Productions, Jeff and Bernice Livingston, Wynn Loewenthal, Alan Bader, Hortense Schorr, Tony Curtis, Margaret and Charlie Okun, Bob Shapiro, Si Seadler, Fred Schwartz, Graham Wahn, Ed Harrison, Pat and Al Steen, Jack Ano, Marie Hamilton, Herman Silver, Hy Hollinger, Bea Ross, Noel Meadow, Milt London, Len Jones, Eve Siegel, Jack Schlaifer, Um Geissler, Phil Wicker, Warren Harris, Fortunat Baronat . . . Motion Picture Magazine, the fan periodical, answers the allegation made recently by the Saturday Evening Post that "today's actors are a dreary lot . . . about as exciting as a glass of milk." MPM lists the new stars and the new movies that will be the greats of tomorrow . . . Thousands of editors, exhibitors, tv and radio personalities received full-color lithographed 1964 calendars commemorating all of the major events of World War II as part of the promotion of "The Victors." . . . Dino De Laurentiis, Italian producer, has taken a long lease on the block-long sign between 45th and 46th Streets on Broadway. He'll plug his forthcoming "The Bible," which is not even finished. . . . MGM field men pushing "The Prize" with the aid of Swedish travel posters from that country's travel service, which is appropriate since the film is about the Nobel Prize and Stockholm. . . . "The Victors" screened for 200 record buyers for variety stores by Colpix Records and disc supplier Steadman One-Stop. It is supposed to be an industry first. . . . Joan Crawford signed for "What Ever Happened to Cousin Charlotte?" by producer-director Robert Aldrich. It will not be a sequel to "What Ever Happened to Baby Jane?" It starts April with no distributor set yet. Crawford gets a percentage and salary. . . . Double-talker Al Kelly being honored by community center in Forest Hills for his fine efforts on behalf of others. . . . "Chick" Aaronson's daughter became engaged. . . . Part of the exploitation campaign on "The Victors" was directed by ex-middleweight boxer Izzy Grove and more than 200 stores and dozens of hotels cooperated.

## Forman Named Cinerama President; Production, Theatre Expansion Set

NEW YORK—William R. Forman became president and chief executive officer of Cinerama, Inc., succeeding Nicolas Reisini, who will continue as chairman of the board of the motion picture company, it was announced.

Forman, president of Pacific Theatres, Inc., Los Angeles, has had a major financial interest in Cinerama, Inc., for some time. Earlier this year, in February of 1963, Forman loaned Cinerama 15 million dollars for operations and film productions. Forman announced that Tom Dean, Los Angeles, former senior vice-president of the Bank of America, in charge of the motion picture department, will be elected to the Cinerama, Inc., board and will become chairman of the Cinerama finance committee.

Forman said he had accepted Reisini's invitation to become president after a series of discussions with leaders of the motion picture industry designed to assure a strong program of new film production for Cinerama. Forman met with Abe Schneider, president of Columbia Pictures, who confirmed Columbia's desire to assist in the future development of Cinerama with both new financing and new productions.

Schneider expressed considerable interest in Cinerama's newly acquired Telcan home video tape recorder, and his enthusiasm for the future of the Cinerama wide screen process.

The discussions between Forman and Schneider, as well as Forman's discussions with other motion picture industry leaders will continue.

Forman disclosed that he is calling a meeting of Cinerama's exhibitors from all over the world shortly after the New Year, at which time he will announce the new Cinerama production schedule and accelerated Cinerama theatre expansion program.

### Sinatra Trailer Boosts Christmas Seal Effort

DETROIT—During December, 30 Detroit houses showed a movie trailer featuring Frank Sinatra in connection with the 1963 Christmas Seal Campaign put on annually by the Tuberculosis and Health Society.

The contributions for 1963 ran well ahead of those the previous year.

James Hart, public relations director for THS, feels that the main element in expanded receipts was the trailer. In addition to his customary boxoffice draw, Hart said:

"The selection of Sinatra was perfect, it turns out, because his appeal to buy Christmas Seals dove-tailed beautifully with his stand-up action during the kidnapping of his son."

### RKO Drive Winners

NEW YORK—Matty Polon, vice-president of RKO Theatres, announced the winning New York and out-of-town managers in RKO Theatres "Salute to Hollywood" drive. In New York, the winners are first prize, Warren Rodenbach, manager, RKO Flushing; second prize, Frank LaCava, manager, RKO Alden, Jamaica; third prize, Irving Gold, manager, RKO 86th Street. The winning division manager is Charles Oelreich.

The out-of-town winners are first prize, Ed McGlone, manager, RKO Palace, Columbus, Ohio; second prize, Asa Booksh, manager, RKO Orpheum, New Orleans; third prize, Ansel Winston, manager, RKO Keith's, Dayton, Ohio. The winning out-of-town division manager is Joe Alexander, Ohio division.

## Schneider In Hollywood For Production Talks

HOLLYWOOD—Columbia Pictures president A. Schneider is here for four weeks of conferences with Columbia executives and producers currently preparing films for Columbia release.

Included in the round of conferences and inspections will be meetings with M. J. Frankovich, who will soon assume his Hollywood duties as first-vice-president in charge of global production operations.

Five productions soon to be completed by Columbia Pictures and six forthcoming productions which may start within the next 90 days are among those that will receive Schneider's attention. The five soon to be completed are Hanna-Barbera's "Whistle Your Way Back Home," starring Yogi Bear; David Swift's "Good Neighbor Sam," starring Jack Lemmon and Romy Schneider; Robert Cohn's "The NEW Interns," starring Michael Callan, Dean Jones, Telly Savalas, Barbara Eden, Stephanie Powers, Kay Stevens, Inger Stevens, and George Segal; Pakula-Mulligan's "The Traveling Lady," starring Steve McQueen and Lee Remick; and "The Quick Gun," starring Audie Murphy and Merry Anders.

Films soon to go into production include Jerry Bresler's "Major Dundee," with Charlton Heston and Richard Harris; "Love Has Many Faces," starring Lana Turner, Cliff Robertson, and Hugh O'Brian; Norman Maurer's "The Three Stooges Meet the Gunslingers: or, How the Stooges Won the Wild, Wild, Wild, Wild West"; A. & J. Napoleon's "Surfing Wild"; Irving Pincus's "Three on a Couch," with Tony Curtis; and Stan Margulies' "Playboy," with Tony Curtis.

Try the new improved  
"Merlin Jones"  
It's made with  
high-sudsing  
"Flubber" and  
guaranteed to jam  
your boxoffice!



WALT DISNEY  
presents  
THE MISADVENTURES  
OF  
MERLIN  
JONES  
TECHNICOLOR®

COMING FOR FEBRUARY!





The big blast in  
February is for  
"Merlin Jones"...



a saturation radio  
campaign on 800  
stations beamed  
straight at the  
campus crowd...



national TV...



Annette making  
a coast-to-coast  
promotional tour...



blanket newspaper  
advertising... zany  
front page publicity



... a big music pro-  
motion... and the  
wackiest exploita-  
tion campaign  
you've ever seen!

WALT DISNEY presents  
THE MISADVENTURES OF  
**MERLIN  
JONES**

Starring **TOMMY KIRK · ANNETTE**  
Co-starring **LEON AMES · STUART ERWIN**  
TECHNICOLOR™

Screenplay by TOM and HELEN AUGUST · Based on a story by BILL WALSH  
Associate Producer RON MILLER · Directed by ROBERT STEVENSON  
Released by BUENA VISTA Distribution, Inc. © 1963 Walt Disney Productions

# LONDON Observations

By Jock MacGregor

FRANKOVICH'S FAREWELL . . . BRITISH LION ACQUIRED . . . BLC TO STAY . . . PROMOTION AT COLUMBIA . . . BIG GRANADA PROFITS . . . UA-A YEAR OF ACHIEVEMENT . . . PREMINGER LAUNCHES CARDINAL . . . VARIETY BIG HAND-OUT . . . QUOTA INCREASE REFUSED.

What should traditionally have been the silly season for news has been one of headlines, surprise, and conjecture. It will be remembered best as the time that Mike Frankovich said farewell, or probably to be more correct au revoir, to London before leaving to become Columbia's head of world production in Hollywood. His diary was crammed with official and private functions, and I should hate to estimate the number of times he must have heard himself described as a great American ambassador.

Overshadowing all was the great tribute dinner at which John Davis received the guests and proposed his toast on his actual eve of departure. Some 300 men—producers, distributors, exhibitors, pressmen, publicists, stars whom he helped make—crammed into the Savoy's Lancaster Room. All who have grown to like, admire, and respect him were there. Those who could not attend cabled.

Mike has done a fabulous job and has led Columbia to the very forefront here with his drive, initiative, and foresighted policies. It is hard to realize just how much he has achieved in little over eight years, but, as he said in paying tribute to Binnie, his wife, "It is a great help to be married to an English girl!" This one time all-American footballer has been one of the greatest contributors to the success and standing of the British film industry. In face of considerable opposition, he fathered such great international productions as "Bridge on the River Kwai," "Guns of Navarone," "Lawrence," and "The Victors," and encouraged much talent.

Compliments flew during the evening, and when it came to his reply, he was obviously deeply moved by their warmth. He threatened that in the future he should be here even more than in the past year and paid great tribute to the boys who run the organization whether he is here or not. His announcement that Eddie Bryson and George L. Maidment were to be promoted joint managing directors of Columbia Pictures, Ltd., and that Bill Graf, London production supervisor, was to be vice-president of Columbia Pictures International was enthusiastically received.

Otto Preminger paid tribute to Mike at his press lunch following "The Cardinal" preview. He even strayed from the subject of the film to compliment him on being a splendid ambassador for American films in London and say that he was going to Hollywood as he was badly needed there. "I can welcome him without fear or favor to Hollywood," quipped Otto. "I live in New York." While Variety's elder statesmen and crew staged a private evening farewell, Mike attended the Tent's annual "Thank you" lunch to press, tv, radio and newsreel editors, and heard many nice things about himself. He was a great chief barker, and he saw this year's chief, Rex North, present a \$70,000 check to children's charities as his last official act. Au revoir, Mike, and thanks for your help and many kindnesses while here.

BEFORE FLYING to Paris for the state premiere of "The Cardinal," Columbia's Mo Rothman invited the trade press to Broadwick House in his capacity as chairman of BLC Films, which was formed to distribute British Lion and Columbia product here according to their individual policies. He wanted to reiterate BLC's object and state that it was to continue for a further period. Though the meeting had no doubt been inspired by the situation here, he only wanted to speak on an international level. He admitted that American pictures had also been delayed, was obviously pleased that the suggested increased quota of 50 per cent had been rejected by the Films Council, and anticipated that Columbia would make five or six British films this year.

His press conference was the day before the news that the government sponsored National Film Finance Corporation had exercised its option to buy those shares in British Lion which it did not hold. It had been known that the contracts of the directors, David Kingsley, Frank Launder, Sidney Gilliat, and the Boultings, were up next March; that NFFC had a first option to buy their shares; and that the directors had a second option to acquire the rest themselves. The action at this date and the request that the directors should tender their resignations by Dec. 31, 1963, caught the industry by surprise. There is much conjecture about British Lion's future.

20TH FOX, UA, and Disney have had sales meets to make sure of a good start for '64. Percy Livingstone confirmed the fabulous successes of "Longest Day" and "Cleo," previewed "Take Her She's Mine," "Man in the Middle," and "Move Over Darling"; and listed forthcoming product. Monty Morton introduced Eric Pleskow, Arnold Picker's successor as vice-president in charge of foreign distribution, who reported that '63 would see UA's biggest gross here in its history. Disney's Cyril Edgar was also on top of the world. He crammed in nine previews, a visit to Pinewood Studios to watch Haley Mills at work on "The Moonspinners," and a surprise advance excerpt from "Mary Poppins." "The grosses on big films—good films—are bigger than ever," he claimed. "You can't stop a good film from taking money." That's nice to hear.

CONGRATULATIONS to Dick Chuter on his return to Rank after five years as Essoldo's booking chief to take up the newly created post of assistant booking controller to George Pinchers in the theatre division . . . The Granada Group announced a \$5,958,356 profit for the year ending Sept. 28 and a dividend of nearly 18 cents per share . . . Michael B. Henderson, managing director of Booth's Gin, who has aided Variety internationally on a large scale, entertained the elder statesmen and crew to a lunch at the Red Lion Distillery to cement further relations and presented Jack Goodlatte with a large pile of gifts for his toy collection, which exceeded 15,000 items . . . The Queen Mother received a check for no less than \$44,738 from Graham Dowson, representing foyer collections in Rank Theatres for the Freedom from Hunger campaign.



## ALBANY

A suggestion that Albany Variety Club purchase a "Sunshine Coach" for the transportation of crippled children to and from hospitals to sporting events and other affairs was discussed at a meeting of the Tent on the mezzanine of the Schine-Ten Eyck Hotel. Phil Stone, of Toronto, International Variety regional representative, was the principal speaker and recounted the success the London Variety Club had with such busses. New possible charities of the Tent were discussed. The Tent has voted to terminate its agreement of 20-odd years for financing Camp Thacher, a summer situation operated by Albany Boys' Club. . . . Rose Goyette, former office secretary, has succeeded Jimmy Moore as United Artists' booker. Moore resigned to enter another industry. . . . J. Myer Schine, head, Schine Theatres and president of Schine Enterprises, attended a holiday party for Schine managers in the Gideon Putnam Hotel, Saratoga Springs. . . . Roy Martin, who had demonstrated promotional ability at the Hellman under Dave Weinstein, is now with Stanley Warner in public relations-promotion at the Strand and Delaware. Robert Pike is currently managing the Hellman. . . . James E. Benton, Mayor of Saratoga, son of late William E. Benton, founder of a string of theatres in Northeastern New York, and still operator of the Strand, Plattsburgh, was feted at a testimonial dinner before voluntarily retiring.

## ATLANTA

Martha Jeab Pryor, southern publicity director for American International Pictures, has resigned from the company and left for Miami, Fla., where she will be married to F. V. Graude. . . . Tom Barrow, theatreman in Fort Walton, Fla., died at his home there after a lengthy illness. He had been in show business for the past 25 years. . . . Tentative plans call for the reopening of the New Riviera, which replaced the old one that was destroyed by fire early in December. . . . Shirley Maddox, formerly with 20th-Fox, has joined Allied Artists in the booking department. . . . Evelyn Sutton, of Warners, was back at her desk after a spell of illness. . . . Paul Wilson was back at his desk at 20th-Fox after a heart attack and getting along fine.

## BOSTON

Davis Film Distributors, Mel and Stan Davis, have acquired national distribution rights for the Bolshoi Ballet's "The Little Humpbacked Horse" and its curtain raiser, "The Musical Spring," with the exception of the states of California, Florida, and the city of New York. It is being sold to top commercial theatres for limited engagements, scheduled performances, and hard ticket, Mel Davis, head of the film distributing firm, said. . . . Davis Film Distributors, which acquired "Passion Holiday" for world wide distribution, has set key cities starting with New Year's and including multiple runs in Philadelphia, Minneapolis, Seattle, Washington, D. C., Kansas City, two theatres in Los Angeles, Cleveland, Chicago, Charlotte, Akron, O., Sarasota, Fla., and a number of North Carolina towns. . . . Mr. and Mrs. Benjamin Sack and family are vacationing at Miami Beach. He's president of Sack Theatres in Boston. Sack announced that he has acquired the following product for 1964 exhibition: "Rise and Fall of the Roman Empire," "Becket," "My Fair Lady," "Tom Jones," "Pink Panther," "Move Over Darling."

## BUFFALO

Tom Harmon was appointed manager of the newly opened Shea's Teck theatre. He formerly assistanted Bill Trambukis at Loew's State in Providence, R. I., and prior to that, served in a similar capacity at Loew's, Kansas City. . . . Maj. Gen. David M. Shoup, retiring commandant of the Marine Corps, who is scheduled to come to Olean in April for the premiere of "The Magic Island," a Technicolor film produced by a local group under the direction of Donald W. Thompson. . . . The City of Tonawanda Board of Appeals upheld a decision of building inspector Walter Schoenfeld denying a permit for construction of a portion of the drive-in theatre in the city at the Town of Tonawanda line. With less than 2500 square feet of floor space in the ticket booth section, which would be within the city of Tonawanda, the D-I didn't meet the minimum of 2500 square feet required for buildings in property zoned for industry. . . . Vending machine operators are strenuously objecting to a proposed "per machine" form of licensing by the city. Spokesmen for the vendors at a hearing before the Common Council's Legislation Committee urged "fair and reasonable" regulation of the industry. At issue is a proposed schedule of fees, ranging from \$5 to \$25 a year for coin-operated vending machines. . . . The Colvin, Kenmore, is continuing a first-run policy by booking Allied Artists "Soldier in the Rain" for a post-holiday attraction. . . . The entertainment committee of Variety Club's forthcoming Telethon over Channel 7, WKBW-TV, is arranging for Virginia Grahame and Jerry Vale to appear. . . . Kirsten Jonsson, Miss Sweden of 1963 in the Miss Universe Contest, was in town for a day, helping to ballyhoo MGM's "The Prize," which has a Swedish locale. Escorted by publicity rep Norman Pader, she ran the gamut of press and radio interviews, and received the Key to the City of Buffalo from Mayor Chester A. Kowal, while TV cameras were grinding. In turn, Miss Jonsson presented hizzoner with a souvenir book from the Nobel Prize ceremonies. . . . Paul Wall, MGM branch manager, was convalescing in Millard Fillmore Hospital following an operation.

## CHICAGO

Benjamin J. Cooney, 66, a pioneer in Chicago motion picture houses, died in Veterans Research Hospital. After serving in the Navy in World War I, he became manager of the Regent. Later, he played a part in the construction of the Avalon, Capitol, and Stratford, now torn down. At the time of his death, he was manager of two Chicago theatres, Biograph and Michigan. He is survived by his widow, two sons, a brother, a sister, and two grandchildren. . . . S. J. Gregory, Spiro Papas, Dino Tubekis, and Pete Panagos, Alliance Circuit, were in Kokomo, Ind., for the opening of another McDonald subsidiary, making 14 shops in their McDonald tie-in. . . . Charles V. Lippe, president, Curtiss Candy Co., was named to the NAC board of directors. Lippe is also chairman of the board of the Candy and Chocolate Institute. . . . Beverly Miller has been named regional vice-president of NAC for six central states. . . . Martin Tahse, New York producer, is reported to be negotiating for use of the closed Palace in the loop. Palace is owned by Wirtz management. . . . Alliance Amusement Company theatres and its Washington State Mid-State Circuit will hold their annual anniversary promotion in January. Walt Disney, producer, wired each manager to boost for business next month, and many film stars

have also sent booster letters and wires to managers. . . . Spiros J. Papas, NAC past president and executive of the Alliance Amusement Company, has been named by NAC as chairman of its public relations and 1964 exhibit committees. J. C. Evans, Gold Medal Products Co., Cincinnati, has been named NAC's regional vice-president covering Illinois, Indiana, Michigan, Ohio, Pennsylvania, and Wisconsin. Abe Bloom, Balaban and Katz, has been named a member of Irving Shapiro's special NAC committee to serve as a line of communication between concessionaires and the candy, tobacco, and related industries. . . . Evergreen Theatres I and II are being built in Evergreen Park, Ill., located near Chicago. The twin indoor theatres are being built on stilts to permit parking underneath the structure. Twin-screen design will permit simultaneous showing of two different films. . . . Marina City Towers Theatre is under construction in the city-by-the-river. The interior of the building has been redesigned to enlarge the theatre from 1,200 seats to more than 1,600. Charles Swibel, chief of the Marina Management Corp., is developer of the project. . . . Charles E. Nelson, 72, former operator of the Lawndale Jewish Theatre and various other theatres here, died at Miami Beach. . . . Tarkio Popcorn Company, Tarkio, Mo., has been taken over by Commonwealth Theatres company. Forrest Wanberg continues as Tarkio manager. . . . Henry Salkin, 71, veteran motion picture operator for more than 50 years, died of a heart ailment in Michael Reese hospital. Salkin spent the last 15 years working for the Hamilton. His brothers, Leo and Richard, are active in film management. . . . Gourmet Checks, Inc., have advertised their plan extensively for Christmas giving under the heading, "Here's a 2 for 1 Gift That's Sure to Delight, 55 Free Dinners—20 Theatres Offer Unlimited Shows." . . . Chicago Censor Board reviewed 53 domestic and 17 foreign films in November. One film was rejected and 17 films were labeled "adult only." . . . Chicago's amusement tax of October, \$16,097, was \$5,000 less than the tax collected in October of 1962. Ten months' tax collections for 1963, \$245,017, was 15 per cent less than the same period of 1962.

**More  
light  
+  
slower burn=  
lower costs**



**PROJECTOR  
CARBONS**



## CINCINNATI

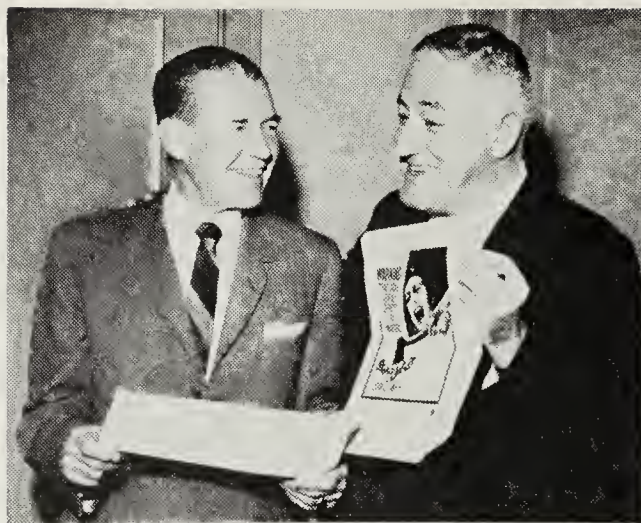
"Mad, Mad, Mad, Mad World" opening Dec. 19 at the Capitol, was the first of nine first-run "plums" to entice movie patrons for the Christmas season. With the exception of the long-run of "Cleopatra" at the Grand, all of the regular first-run houses and four suburban houses will be performing with first-runs, which is expected to set a city record during the holiday season. . . . Also of interest to movie patrons was the announcement that "Tom Jones" is scheduled to open in mid-February at the down-town Times. The Times has been a second-run house since opening in 1940, and its frequent use as a first-run house is anticipated to help stimulate patronage interest in the downtown houses. The 600-seat house is owned by Mid-States Theatres, who operate a circuit including the local suburban Hollywood, the Cinerama Dabel, Dayton, O., and the Ashland, Lexington, Ky. . . . Another item of interest was the announcement that Cincinnati has been chosen as the second city in the RKO International 70 chain. It is not known at present which house is to receive the treatment, either the Albee or the Palace.

## COLUMBUS, O.

Ken Prickett, executive secretary, Independent Theatre Owners of Ohio, has returned to his desk after successful treatment at Will Rogers Hospital for emphysema. . . . Entertainment figures Warner Baxter, Elsie Janis, James Thurber, and Howard Thurston were among the 12 Columbus natives honored by inclusion in the new Columbus Hall of Fame in City Hall. The 12 were chosen by Mayor W. Ralston Westlake. Photographs of the 12 line the walls of the City Hall lobby.

## DALLAS

Mrs. Catherine Waid retired from the Interstate Theatre Circuit following completion of 22 years of service, the last 11 in the city offices as secretary to James O. Cherry, city manager for the circuit. Mrs. Waid began as secretary in the general offices of the Interstate Circuit. A surprise farewell party was tendered by her fellow employees, and she was presented with a silver tray. Mrs. Waid and her husband, W. S. Waid, who retired also from the theatre industry, will make a visit to Mexico and then plan to move to Sun City, Calif., to make their home. . . . Congregation Tiferet Israel will begin a Jewish Cultural film series in Katz Hall of the synagogue on Sunday at 8 p.m., sponsored by the Tiferet Israel Brotherhood. The four part series, to feature full length Yiddish dialogue films with English subtitles, will start with a musical comedy, "American Schachden." Other films to be shown include "Singing Blacksmith" on Jan. 12; "Eli Eli" on Feb. 23; and "Tevya" on March 22. Admission donations are 75 cents for adults and 24 cents for children. Coffee and cake will be served at the end of each film showing. . . . Lee Minoff, production assistant of "Dr. Strangelove Or: How I Learned To Stop Worrying and Love the Bomb," was a recent visitor in behalf of the film. . . . Bob Lee, booker for United Artists, was brought here to Baylor Hospital after suffering gunshot wounds on a recent hunting trip. . . . Paul Rosenberg has been named head booker at the Paramount exchange succeeding Jim Broiles, who was promoted to salesman. Rosenberg was previously with Columbia film exchange. . . . Carl Sims, Paramount, was



Raymond Willie, left, vice-president and general manager, Interstate Circuit, Inc., of Texas, recently discussed the ad campaign on Columbia's "Strait-Jacket" with William Castle, producer-director of the film.

elected president of Film Employees Local F53. Other officers include Bill Crump, Warners; Muggins White, 20th Century-Fox; Billie Webb, 20th Century-Fox, secretary; and James Hightower, United Artists, sergeant at arms. . . . Janet Keith of Dallas and Gayle Baker of Fort Worth are the two representatives from the local area who are appearing in the motion picture, "4 For Texas." The other two are Kay Coleman of San Antonio and Dorothy Farrar of Houston.

## DENVER

A new theatre opened in Denver Christmas day. It is the RKO International 70—first of number of conversions planned by the RKO chain across the nation. The new RKO 70 was converted at a cost of \$200,000 from the former Orpheum, which was built in 1932 and seated 2,690. The new house seats 1,380. Opening ceremonies were elaborate and included all the color and excitement of a Hollywood premiere, with lights, bands, radio, and live television coverage. Harry Mandel, RKO Theatres president, and other officials of the company, as well as local and state dignitaries, were present. Mayor Tom Currigan cut the ribbon, opening the theatre with the "new look," as it was billed. Forty pretty college girls in party dresses acted as hostesses and escorted each group of patrons from the entrance to their seats. Ladies were presented with Colorado carnations and the gentlemen given a souvenir program of the film, Otto Preminger's "The Cardinal," which was the opening attraction. William T. Hastings, manager, RKO Orpheum, for the past 17 years, will continue in that capacity in the new RKO 70. . . . Denver had another celebration, the 50th anniversary of the Denham, which is currently showing "Cleopatra." The Denham, originally opened in 1913 as a stock house, was changed over to films about the time talkies came in. Upon the release of "Ben Hur," Mrs. Vera Cockrill, co-owner, launched a thorough refurbishing job, and it has since been a hard ticket operation.

## DETROIT

Henry Duynslager, Mt. Clemens, Mich., died suddenly of a heart attack; 15 minutes later, his wife Rose succumbed to the same ailment. They were father and mother-in-law to Wilson Elliott, formerly of Warner Bros., currently managing the Paramount, Fremont, O. . . . Fire broke out in the poster room on the second floor of the New Gaiety Girls Theatre just as it opened its doors for the evening performance. Nine pieces of apparatus and 45 firemen answered the alarm. The

fire was extinguished within an hour. The show—movies alternating with burlesque—went on.

## HOUSTON

The Interstate neighborhood theatres are sponsoring a "Jubilee Week of Entertainment" with something different each day, which is offered in the display space of the local newspapers. The first day there was free admission to the first 10 patrons beginning at 1 p.m. and each hour through 9 p.m. The Interstate theatres offering the pre-holiday entertainment were the Alabama, South Main Drive-In, Eastwood, Shepherd Drive-In, North Main, Village, Garden Oaks, and Santa Rosa. . . . The King Center Drive-In east screen booked an all night show on New Year's Eve from 6 p.m. to 6 a.m. . . . Homer McCallon, manager, Loew's State, is scheduled to speak about the theatre-hotel business in New York to a group of Loew's executives. . . . Sid Luft, Hollywood, was a brief visitor in the city. . . . A group of outstanding foreign films, many of them winners of international awards will be telecast over KPRC-TV starting Jan. 5 on the new film series "Cinema 2." . . . The annual managers' meeting and convention of the Texas zone of Stanley Warner Corp. was held in Galveston, Tex., with some 40 managers from Texas, Oklahoma City, and Memphis attending, as well as officials from the headquarters of the circuit in New York. Albert H. Reynolds, zone manager in Texas with headquarters in Dallas, stated that the primary purpose of the meeting was to set plans in motion for the coming 1964 spring and summer season. This was the second zone meeting held since the Lone Star Theatres, Inc., were taken over a year ago by Stanley Warner.

## JACKSONVILLE

Judge May, Florida Times-Union amusements editor, vacationed through the Christmas season and drove with his family to the foothills of Alabama to spend some old-fashioned holidays at the farmhouse of relatives. Before leaving town, he told his newspaper readers that local exhibitors have readied "the most interesting week of the year" for motion picture fans. . . . Prior to the public opening of "Cleopatra," Herman M. Meiselman and his local staff of Meiselman theatre managers hosted an invitational screening at the new Cedar Hills for hundreds of Film Row folks and VIPs of the area. . . . Film Row had an early round of Christmas parties Dec. 20, headed by a gay gathering in the Motion Picture Charity Club with the FST booking department serving as hosts to all distribution branch bookers of the city. . . . The Universal and Allied Artists staffs, housed in the same building, held a joint Yuletide get-together. . . . There were other holiday celebrations at AIP, Warner Bros., 20th-Fox, MGM, Paramount, and United Artists offices, with party-hoppers from exhibition sampling refreshments everywhere. . . . Cecil Cohen closed his Twin Hills Drive-In for three nights prior to Christmas and used his newspaper-ad space to wish his patrons happy holidays. . . . Closed on Christmas Eve were Maurice Magnan's Lake Shore, Carl Carter's Air Base and Ribault drive-ins, and Capt. and Mrs. Hans Vige's Pinecrest Drive-In. . . . Marvin Skinner, local independent booker, has taken over operation of the Fay, Jasper, which had been operated for many years by Jimmy Biddle and his family. . . . O. O. Ray, Jr., Gainesville, is now booking three Florida drive-ins



ville, is now booking three Florida drive-ins for Iselin Theatres, replacing Herman Allen of this city. . . . Preston Henn, Pompano, has taken over operation of the Beach Drive-In, Riviera Beach. . . . Gary Castner, son of Art Castner, manager, suburban Edgewood, has been awarded a scholarship to Florida State University by the State Board of Education.

## MIAMI, FLA.

Oran Cohen is now manager, Blvd. Drive-In. . . . Circuit Judge Ben Willis ruled in Tallahassee that private theatres cannot be forced to admit Negro patrons of any other class of race or patrons. He permanently enjoined the Fla. A & M University Chapter of the Congress of Racial Equality (CORE) from unreasonable picketing of the State and Florida Theatres in the capitol city, or from, in any way, interfering with operation of the houses. This makes permanent a temporary injunction issued last May under which dozens of A & M University and Florida State University students have been convicted of contempt of court. Willis said he could find no law or case holding that the owner of a private theatre is legally obligated to admit any person or class of persons. "In the civil rights cases," said Willis, "it was specifically held that Congress could not, under powers of the Federal Constitution, compel proprietors of private places of public amusement not to discriminate against persons on account of race." His order strictly regulates the numbers and method of picketing at the theatres so as not to block sidewalks or interfere with patrons entering or leaving. It also prohibits display of signs and posters derogatory or defamatory of the theatre involved, urging of a boycott of the theatre or telephone calls to the theatre, except to transact legitimate business. Any sheriff's deputy who observes a violation, is directed by the order to inform the violator of the terms of the injunction, and if he still persists, he is to be brought before Judge Willis for further proceedings. . . . Leon P. Blender of American International Pictures, hosted a cocktail party for viewers of the prevue screening of "Comedy of Terrors," following the screening in the Wometco Theatres Screening Room. . . . John Reed is now manager of the Normandie. Leo Nunez has been transferred to the Parkway Art as manager. New manager of the Essex, Hialeah, is George Will. Alfred Caldwell has been transferred from the Essex to manage the Surf. Truman Pullens is now Wometco Art Theatre days-off relief manager. . . . Tom Rayfield, Carib, is first prize winner in the November Thrif-Tik-It Sales Contest, with sales of 400 books. Howard DeBold, 163rd St., was second with 301 and Cecil Allen, third, with 105. A total of \$160 in prize money. . . . Al Key, who has either participated in or arranged for the promotion and publicity for more stunts and crowd-drawing events than many another publicity man in the last 35 years, is now manager of the State, Eustis, Florida. Key is also an accomplished painter with about 20 paintings of his currently on display in the lobby. He is making many improvements in the house, both from technical and housekeeping standpoints—showing evening performances throughout the week and matinees on weekends with two changes a week. . . . In cooperation with the Miami Herald's "Operation Amigo" project of exchange visits to the area of Latin-American country students, Wometco Theatres offered free admission to members of the group and their sponsors. . . . For "Greenwich Village Story" at Wometco's art houses, clothes-line



Bernard L. Sackett, drama critic, radio station WIP and The Observer, and star Ethel Merman are seen at the Philadelphia premiere of UA-Cinerama's "It's A Mad, Mad, Mad, Mad World," SW Boyd.

art sales were held in front of each theatre during the run of the picture. Jack Mitchell, Director of Sales and Promotion, promoted a trip to Greenwich Village via Greyhound Bus for two, the winner selected in a radio contest.

## LOS ANGELES

Lou Grimm, formerly of the Village Westwood, has been named manager of the La Reina, Sherman Oaks, succeeding Al Bamossy, who has checked into the Fox Wilshire, Beverly Hills. Paul Flowers, formerly manager, Loyola, Los Angeles, who had been on a special six-month assignment at National General's home offices, has been named manager of the Village Westwood. The appointments were jointly announced by William H. Thedford, Pacific Coast division manager of NG's Fox West Coast Theatres, and Bob Smith, Los Angeles first-run district manager. . . . John Lavery has been appointed executive director for Tent 25, Variety Club of Southern California, according to chief bark-er Fred Stein. A veteran of show business, Lavery will co-ordinate all fund raising for the Variety Boys Clubs and head up the organization's 1964 membership campaign.

## NEW HAVEN-HARTFORD

About 2,000 motion picture theatre seats could be easily absorbed in Hartford's west-of-Main st. redevelopment plans, Larry Smith and Company, economic consultants for the city's redevelopment agency, announced. A choice location, the Smith report said, would be near the Statler Hilton. . . . The Brand Foundation has gifted the Willimantic YMCA with the deed to the long-shuttered Gem Theatre building in that eastern Connecticut city; the YMCA will double its physical plant with the addition. Sole theatre operating in Willimantic at the moment is the Stanley Warner Capitol. . . . Hartford City Councilman George J. Ritter, Democrat, has urged an immediate study leading to formation of a mass transit district in the metropolitan area. . . . Joseph C. Allard, 67, a projectionist for 25 years, most recently at the Stanley Warner Embassy, New Britain, died at New Britain General Hospital after a brief illness. . . . Norman Pader, MGM field exploitation force, working with Morris Keppner and Barney Tarantul, Burnside, East Hartford, on Connecticut premiere of "The Prize," lined up interviews with Paul Newman and Edward G. Robinson for Allen M. Widem, Hartford Times amusements editor-columnist. . . . Connecticut's newest motion picture theatre—the 1100-seat Stanley Warner Cine-

mart, Hamden Shopping Plaza, opened Christmas Day with state premiere of Universal's "Charade." Exterior features include unlimited free adjacent parking. S W opened another deluxe showcase, the 800-seat College, in the Storrs Shopping Center, 20 miles east of Hartford, some months ago. . . . Maurice Bailey's deluxe Whalley, New Haven, shuttered for most of December to permit installation of 70mm. equipment, resumed operations Christmas Day, hosting state premiere of 20th-Fox's "Cleopatra." The picture, in for an indefinite run, is playing at \$3 top (price applies to Saturday nights only). . . . The Sampson and Spodick Crown, New Haven, charging only 50 cents to 5 p.m., Mondays through Fridays, advertises: "Lowest Prices in Town."

## NEW ORLEANS

The holiday season was marked by many industry parties including those of Joy Theatre employes, United Theatres, United Artists, Allied Artists, Paramount, Warners, Masterpiece, 20th-Fox, and others. . . . Gaston Dureau, retiring as Paramount Gulf Theatres president, was feted at a surprise party held at the home of F. F. Goodrow; and the next day at a cocktail hour and luncheon at Kolb's Restaurant. . . . George Russell closed the Rex, DeKalb, Miss., for an indefinite period. . . . Mrs. Maxine Bevelo, Exhibitors Cooperative Service, left to await the arrival of the stork. . . . L. C. Craig, of the Ocean City, Fla., drive-in, took over the operation of the Palms, Ft. Walton, Fla., from Mrs. Tom Barrow. . . . Rene Brunet, who with his mother, operates the local neighborhood Famous, became a father of a second child, a daughter. . . . Jane McDonald, Paramount staffer, received a gold engraved wrist watch from the company in recognition of 25 years service with the local exchange. . . . Charles A. Phillips, 67, who operated the Delta, Jonesville, La., died of a heart attack while on a hunting trip. . . . Joel Bluestone, owner, local Royal Art, in the French Quarter of the city, is now presenting Spanish films without subtitles on Sundays, Mondays and Tuesdays of each week. . . . Asa Booksh, manager, local RKO Orpheum, was the second prize winner in RKO's "Salute To Hollywood" summer-long drive. . . . Film Inspection Service, Inc., has taken over the physical distribution of Continental Film Distributing Inc. product in the territory heretofore handled by the F. F. Goodroe exchange. . . . MGM branch manager H. A. Arata and wife attended the wedding of their son, Lt. Thomas Arata at St. Jos., Fla.

## PHILADELPHIA

Variety Club Tent 13 will hold its annual banquet at the Bellevue Stratford Hotel on January 13, at which time appropriate tribute will be paid to Charles Zagrans, late Chief Barker. . . . William Goldman will take over the John B. Kelly Playhouse in the Park and serve as producer and director of operations beginning with the 1964 season. Under Goldman, the municipally owned playhouse, will be operated as a non-profit civic venture. . . . The Palace, on South Street, now closed has been purchased by Fred Kauf-

**SHELDON TROMBERG**

presents

**BOXOFFICE ATTRACTIONS, INC.**

Independent Film Distribution

Phone: Code 215 MA 7-2919

1323 VINE ST., PHILA., PA. 19107

Phone: Code 202 347-2221 or 347-3151

932 WARNER BUILDING, WASH., D. C. 20004



man, of Exceptional Films, New York, and will be redone and opened in early April with an art policy. The sale was handled through Albert J. Grosser, realtor. . . . United Artists' salesman Jack Zamsky was in Albert Einstein Northern Division Hospital for an operation. . . . Walt Woodward, old time local manager, sends greetings from Florida where he is now handling publicity for the Eastern Shipping Corporation on Caribbean Cruises. . . . Leroy Griffith reopened the Aardvark (the old Cayuga) as a nudie movie. . . . Walter Reade, Jr., president, Reade-Sterling, celebrated a birthday here at a party at the Barclay Hotel.

## ST. LOUIS

The Beverly has been taken over by Sam Chernoff, who also manages the Paris Art, and is being turned into a first run art theatre. Chernoff says he is installing a Walker aluminized screen; completely remodeling and redecorating the interior, and updating the outside. In addition, he has removed 100 seats to make room for a foyer which will hold concession stands, art shows, and smoking room. He has installed a 50-ton air conditioner and new lounges. The adjacent parking lot, one full square block, is being floodlighted. . . . A new type screen, first of its kind to be used in the United States, has just been installed by the Fred Wehrenberg Circuit of Theatres at their South Twin Drive-In. This



Columbia Pictures vice-president and general sales manager Rube Jackter, right, poses with Walter Reade, president, Walter Reade-Sterling Theatres, and Mrs. Reade in the lobby of Reade's DeMille, at the recent New York premiere of "The Cardinal."

porcelain enameling screen was installed in four by eight foot sheets fastened to the existing plywood screen with porcelainized aluminum battons. It was developed and installed by Atlas Enameling Co. of St. Louis. According to Lester Kropp, Wehrenberg Circuit, the screen has the appearance of one flat sheet with no seams showing through on the picture. Besides being a permanent lifetime screen surface, requiring no up-keep, there is 40 per cent added brilliance and sharpness to the picture.

## SAN ANTONIO

William H. "Bill" Thompson will appear before the San Antonio Boys Club Annual district banquet on Jan. 16 in the Anacacho Room of the St. Anthony Hotel. He will speak on "Juvenile Decency." Thompson's voice has been heard in such productions as Walt Disney's "Lady and the Tramp" and "Sleeping Beauty." Thompson spent 10 years with Disney as a writer-actor on cartoon productions covering safety, fire prevention, and traffic safety. He also was heard in "Alice In Wonderland" and "Peter Pan." . . . Crash Fetters, former Hollywood stunt man, appeared in person at the Lackland Drive-In, according to Wes Holstein, manager, of the Stanley Warner of Texas operation. . . . A contest for men only is being conducted by the Sports Department of the San Antonio Evening News and the Cinema Arts Theatres, headed by Tom Powers, city manager. Each day for five days, a photo of Elke Sommer will appear on the sports pages of the paper, and entrants must write in 10 words or less their description of Miss Sommer. The prize is \$50, with the next 10 best entries to receive tickets to see "The Prize," opening Christmas Day at the Woodlawn. . . . Roy Moore, Jr., operator of a circuit of four drive-ins here, the Mission Twin, Alamo, Rigsby, and South Loop 13, closed the drive-ins Christmas Eve to allow the theatre personnel to be at home with their families. . . . H. E. B. Food Stores are offering a "Family Discount Coupon" at the check out counters good for the forthcoming showing of the Jerry Lewis release, "Who's Minding the Store?" . . . Kay Coleman, former local school teacher, is one of four Texas beauties being seen in "4 For Texas" at the Majestic. Lynn Krueger, manager, Majestic, was one of the judges in the beauty contest which selected Miss Coleman. . . . John L. Fagan, owner, Bunavista Drive-In, Borger, Tex., after suffering a heart attack, was taken to a hospital in Dallas. . . . Eldrew Johnson has taken over the operation of the Palace, Sunray, Tex.

## Percentage Suits Filed In Allentown, Boston

ALLENTOWN, PA.—Albert A. Moffa was named as a defendant in an action for an accounting on percentage pictures, filed in the Court of Common Pleas here.

The suit was filed for Allied Artists, Buena Vista, Columbia, Metro-Goldwyn-Mayer, Paramount, 20th-Fox, United Artists, Universal, and Warner Bros.

The theatres involved are the Towne, Jeanette, 19th Street, and Capri Theatres in Allentown, and the Ritz Theatre in Copley, Pa. Attorney O. Jacob Tallman, of Butz, Hudders, Tallman & Wieland in Allentown, represents the distributors.

The complaint, in addition to asking for an examination of Moffa's records and payment of such amounts as may be found to be due, also seeks an injunction forbidding Moffa from concealing, destroying, or altering the books relating to his operation of the theatres.

BOSTON—Parkway Theatres, Inc., was named as the defendant in five percentage suits commenced here in the Suffolk Superior Court. Buena Vista, Metro-Goldwyn-Mayer, Paramount, 20th-Fox, and United Artists each commenced an action for damages claiming additional film rental due. Parkway Theatres, Inc., operates the Parkway Drive-In, North Wilbraham, Mass.

Similar actions had also been commenced by the same five plaintiffs in the Suffolk Superior Court against Dolly Drive-In Theatre, Inc. The theatres operated by Dolly Drive-In Theatre, Inc., are the Sturbridge Drive-In, Sturbridge, Mass., and the Edgemere Drive-In, Shrewsbury, Mass.

## Jimmy Fund Tops \$500,000

BOSTON—For the eighth consecutive year, more than half a million dollars has been raised for the Jimmy Fund by theatres, Red Sox, law enforcement agencies, Little Leaguers, and the public at large throughout New England, according to an announcement by president Thomas A. Yawkey. Heading the 1963 drive was William S. Koster, Joseph E. Cronin, Ted Williams, Curt Gowdy, James F. Mahoney, Hector Pelletier, Tom Sullivan, Judge Edward Powers, and Bob Emery.

More than 600 theatres throughout New England took audience collections.

## Levin Heads N. Y. Tent

NEW YORK—Jack H. Levin, president of Confidential Reports, has been elected chief barker of the Variety Club of New York Tent 35, to succeed Charles A. Alicoate.

Other officers named were Irving Dollinger, first assistant; Charles Smakwitz, second assistant; E. David Rosen, property master; and Harold Zeltner, dough guy. Canvassmen named were Saul Jeffee, Bernard Myerson, William Reddick, David Sanders, Robert K. Shapiro, and George Waldman.

## New PR Office Opens

LOS ANGELES—Joe Wolhandler Public Relations, Inc., New York, announces its formation of a new west coast affiliation and its disassociation from McFadden-Eddy.

The new Hollywood representative for the Wolhandler organization is Richard Carter, public relations.

The Wolhandler office will continue to handle national publicity for network television programs under the name of Audience Building Counselors.

# CLARK TRANSFER INC.

829 N. 29th St.  
Philadelphia, Pa. 19130  
CEnter 2-3100

1638 Third St., N.E.  
Washington, D. C. 20002  
DUpont 7-7200

## PROGRESSIVE ELECTRIC CONSTRUCTION CO. INC.

240 N. 13th ST. • PHILADELPHIA 7, PA.  
Theatre Installations  
and Maintenance



# REVIEWS

The famous pink paper **SAVEABLE SECTION** in which  
Experienced Trade Analysts evaluate coming product

Published every second week, as a separately bound and easily saveable section of **MOTION PICTURE EXHIBITOR**, this exclusive 26 year old service is both numerically more complete, and informatively more candid, than any similar trade analysis. Cumulatively numbered by film seasons (September to September). It is recommended that readers consecutively save all **REVIEWS** section in a permanent file. The last issue of each August will always contain a complete annual exhibit to close the season.

Combined the every second week, yellow paper **SERVICE** indexes to the past 12 months' product, and the alternating every second week pink paper **REVIEWS**, represent a unique informative service to theatremen.

Please address all inquiries or suggestions about these two service features to the Editors of **MOTION PICTURE EXHIBITOR**, 317 N. Broad St., Philadelphia, Penna. 19107.



**SECTION TWO** **JANUARY 8, 1964**  
Vol. 70 No. 26

## COLUMBIA

### Strait-Jacket

MELODRAMA  
89M.

Columbia

**ESTIMATE:** Grisly, but exploitable, horror shocker.

**CAST:** Joan Crawford, Diane Baker, Leif Erickson, Howard St. John, John Anthony Hayes, Rochelle Hudson, George Kennedy, Edith Atwater, Mitchell Cox, Lee Yeary, Patricia Krest, Vickie Cos, Patty Lee, Laura Hess, Robert Ward, Lyn Lundgren. Produced and directed by William Castle.

**STORY:** Joan Crawford murders her erring husband and his girl friend with an axe and is pronounced insane. She is released after 20 years in a mental hospital. She is on probation and goes to live with her brother, Leif Erickson; his wife, Rochelle Hudson; and Crawford's daughter, Diane Baker, 23. Baker witnessed the terrible murder 20 years before, but seems to have adjusted. She welcomes Crawford, who is afraid to rejoin the world she left so long ago. Many eerie incidents convince Crawford that she is still mentally sick. Several more persons die by the axe before it is revealed that a deranged Baker is responsible for the carnage. Crawford, now well, plans to devote her life to caring for Baker, who will be sent to a mental institution.

**X-RAY:** There is a vast audience that delights in being scared, and they will find more than enough chills and gore here to satisfy them. Crawford heads a capable cast, and her name is a valuable asset. To some, the grisly tale may be distasteful, but there is no doubt that suspense is built well. Technical credits are satisfactory. Castle is an old hand at horror, and each scene is designed to pile on one sensationally bloody thrill after another. Perhaps, there are too many such thrills, but the entry is certainly an exploitable one. Play up the shock value, even though a bit more subtle approach would have been appreciated. Written by Robert Bloch.

**TIP ON BIDDING:** Better program rates.

**AD LINES:** "Just Keep Saying To Yourself: It's Only A Movie . . . It's Only A Movie"; "Her Husband . . . Her Room . . . Another Woman . . . Warning! Strait-Jacket Vividly Portrays Axe Murders."

## EMBASSY

### The Easy Life

DRAMA  
105M.

Embassy  
(Italian-made)  
(English titles)

**ESTIMATE:** Highly interesting import.

**CAST:** Vittorio Gassman, Jean Louis Trintignant, Catherine Spaak, Luciana Angiolillo, Linda Sini, Corrado Olmi, Claudio Gora. Directed by Dino Risi; produced by Mario Cecchi Gori.

**STORY:** At the height of Italy's summer vacation period, a stillness descends on Rome, and Vittorio Gassman, a superficial, aggress-

sive, happy-go-lucky extrovert has a tough time finding a phone to tell a girl he will be late. Law student Jean Louis Trintignant, studying for an exam, notices he is having trouble and invites him up to use his phone. Gassman asks him out to lunch, and they wind up on a long ride through Italy. The young student marvels at Gassman's driving speed and lack of inhibitions as they seek girls and food. They eventually wind up at the home of Gassman's wife, from whom he has been separated. Gassman realizes how grown-up his daughter, Catherine Spaak, is, especially as she is discussing marriage with an older man. Trintignant at the end of the two days likes the careless existence of Gassman, and he exhorts him to go faster than ever in his sports car. An accident ends their ride with the car going off a mountain road. Gassman is slightly hurt as he is thrown clear, but Trintignant is killed, bringing to an end a summer adventure.

**X-RAY:** The fact that this entry is filled with the unusual is evident from the start when it sweeps the audience into an embrace and then doesn't let go until the tragic ending. In between, though, there is fun and thrills and excitement and the different. The performances are very good, and the direction and production are competent and skillful. Art house audiences should be entertained by what they see. The screenplay is by Ettore Scola and Ruggero Maccari.

**AD LINES:** "A Most Unusual Adventure of Two Men on the Loose"; "When An Older Man Offers To Show A Younger One The Easy Life, The Result is Explosive Entertainment."

## 20th-FOX

### Man In The Middle

DRAMA  
94M.

20th-Fox  
(CinemaScope)

(Filmed in England and India)

**ESTIMATE:** Interesting drama.

**CAST:** Robert Mitchum, France Nuyen, Barry Sullivan, Trevor Howard, Keenan Wynn, Sam Wanamaker, Alexander Knox, Gary Cockrell, Robert Nichols, Michael Goodliffe, Errol John, Paul Maxwell, Lionel Murton, Russell Napier, Jared Bauer, Edward Underdown, Howard Marion Crawford, William Mitchell, Al Waxman, Glenn Beck, Frank Killibrew, Edward Bishop, Terence Cooper, Graham Skidmore, Terry Skelton, Paul Blomley, Alistair Barr, Brian Vaughan, Julian Burton. Produced by Walter Seltzer; directed by Guy Hamilton; executive producer, Max E. Youngstein.

**STORY:** Towards the end of World War II, considerable tension and friction develop between British and American troops stationed in India. It is essential for the Allied cause that this be resolved. American Lieutenant Keenan Wynn shoots British staff sergeant William Mitchell at point blank range with no apparent motive and admits his guilt without emotion. This becomes a major political issue, and Lieutenant Colonel Robert Mitchum is detailed by General Barry Sullivan to handle the defense. He visits Colonel Alexander

Knox, who headed the Lunacy Commission, and while at the hospital meets Eurasian nurse France Nuyen, who tells him that Knox is lying and that he would not accept the report of doctor Sam Wanamaker, head of the psychiatric department at the hospital, who believes that Wynn is a psychopath. Mitchum finds Wynn raving about the war being a fight between Blacks and Whites and alleging that Mitchell had a black girl friend whom he used to visit in the hills. As a result, Mitchum questions Wanamaker, who admits that he was "advised" by Knox not to show his report on Wynn. To get him out of the way, Wanamaker is ordered to a distant malaria hospital. Sullivan then informs Mitchum that he hasn't a chance of proving insanity and that both Washington and the British are "baying for blood." Incensed, Mitchum travels to a camp to interview Major Trevor Howard, the medical officer for the district, who tells him he knows Wynn has to hang to save the American Command from embarrassment, adding that he has been ordered not to testify at the trial. Finally, at the trial, Mitchum elicits from Knox that he was the only member of the Commission to have read Wanamaker's report and that he rejected it. Sullivan reminds Mitchum that there is a bigger battle looming than the present one, but Mitchum tells him he can't buy victory by rigging a murder trial. Wanamaker is killed in a road accident on the way to court, but Mitchum gets Howard to describe the nature of Wynn's illness. Mitchum wins the case, but feels no sense of victory.

**X-RAY:** This tale of a career army officer steeped in service tradition who turns on the system in the name of justice to defend a proven murderer and psychopath is interesting drama. The cast performs well, and direction and production are capable. The story was filmed abroad, and in this case it adds to the overall value. Audience attention is properly maintained throughout, and viewers who like something different and more thoughtful in their entertainment will find much to ponder. The screenplay is by Keith Waterhouse and Willis Hall from the novel by Howard Fast.

**TIP ON BIDDING:** Higher program rates.

**AD LINES:** "Guilty Or Not Guilty—The Answer Lies With 'The Man In The Middle'"; "When Duty Clashes With Principle."

## WARNERS

### America America

DRAMA  
174M.

Warners  
(Filmed abroad)

**ESTIMATE:** Well-made, interesting drama.

**CAST:** Stathis Giallelis, Frank Wolff, Harry Davis, Elena Karam, Estelle Hemsley, Gregory Rozakis, Lou Antonio, Salem Ludwig, John Marley, Joanna Frank, Paul Mann, Linda Marsh, Robert H. Harris, Katherine Balfour. Written, produced, and directed by Elia Kazan.

**STORY:** In Turkey in 1896, the Greek and Armenian minorities suffer severely from Turkish oppression. Young Stathis Giallelis, a Greek, has one goal in mind—to get away to the land of freedom and golden opportunity, America. When conditions become intolerable,



his family turns over all valuables to enable him to go to Constantinople where he is to enter a cousin's rug business and bring the other members of the family there. Enroute, he meets crafty Turk Lou Antonio, who insists on accompanying him and parts him from his valuables, most of which are confiscated by greedy police. Giallelis is forced to fight Antonio for his life, and he kills him. The cousin in Constantinople gives him a lukewarm welcome after he discovers he is broke, and he suggests that he marry a wealthy girl. Giallelis turns this down, still wanting to go to America. He finds work on the waterfront as a porter, gets involved with some revolutionaries, and is wounded when fighting breaks out. Regaining his health, he decides perhaps that marriage in a wealthy family is the best way to get to America. He can't go through with it after accepting just enough of a dowry to get to America. Shortly before he is to sail, he meets Katherine Bal-four, wife of rug buyer Robert Harris, who is to return to America on the same boat. Their flirtation continues on board the vessel until Harris discovers it and threatens to have him sent back to Turkey. Giallelis becomes friends with an Armenian lad, one of eight indentured shoeshine boys being brought over to America. They become friends. The boy, Gregory Razakis, has tuberculosis and realizes he has little time to live so he slips over the side to allow Giallelis to take his place. Happy to have reached his goal, the lad kisses the ground and goes to work to make his dream come true.

**X-RAY:** The striving and efforts of a lad whose primary goal in life is to reach the shores of America makes for an intriguing and interesting film, albeit a bit too long. Audience attention is held pretty much throughout as something is always happening. The fact that it was filmed in many actual locations gives the film an aura of authenticity that would have been difficult to gain in a studio. The longing for freedom and America is a heartwarming one, and the impact upon audiences is a moving one. The cast, composed mainly of unknowns, is generally good, with newcomer Stathis Giallelis fine in the demanding role of a would-be immigrant, who leaves no stone unturned in making his heart's desire come true. The direction and production are fine, and the entry should account for itself quite favorably. The script is based on the book by Kazan, "America America."

**TIP ON BIDDING:** Higher bracket.

**AD LINES:** "He Let No One Stand In His Way To Reach America"; "A Moving Story Of A Boy Whose One Desire In Life Was To Reach The Shores Of America."

## 4 For Texas

COMEDY MELODRAMA  
124M.

Warners  
(Technicolor)

**ESTIMATE:** Western has angles for boxoffice action.

**CAST:** Frank Sinatra, Dean Martin, Anita Ekberg, Ursula Andress, Charles Bronson, Victor Buono, Edric Connor, Nick Dennis, Richard Jaeckel, Mike Mazurki, Wesley Addy, Marjorie Bennett, Jack Elam, Fritz Feld, Percy Helton, Teddy Buckner and His All-Stars, and The Three Stooges. Produced and directed by Robert Aldrich; executive producer, Howard W. Koch; associate producer, Walter Blake.

**STORY:** When a stage coach carrying \$100,000 is attacked by a gang of outlaws headed by Charles Bronson, two strangers on board, Frank Sinatra and Dean Martin, are able to drive them off with expert marksmanship. Later they have a showdown over the money, with Martin winning because of a hidden derringer. Before going on to Galveston, Martin stops at an orphanage where he spent some time and leaves some of the money, taking the rest to the big town, which is controlled by Sinatra to the dismay of the merchants and bank head Victor Buono. The latter had arranged for the attack on the stage, hoping to get the money and have Sinatra

eliminated at the same time. Sinatra's men, headed by Mike Mazurki, try to get the money from Martin, but the latter is aided by Nick Dennis and coach driver Edric Connor, with Dennis getting it into Buono's bank for deposit. Martin and Sinatra meet later, and Martin wounds Bronson as he tries to kill Sinatra. Bronson is taken out of town vowing vengeance. Dennis introduces Martin to Ursula Andress, who lives aboard a riverboat. She interests Martin into financing a gambling salon aboard the boat, a project which had interested Sinatra. The latter decides on a showdown with Martin on opening night, and Buono decides to have a recovered Bronson and gang kill off both. Faced by overwhelming odds, Sinatra and Martin join forces. They stand off the attackers with Bronson getting his just desserts and Buono being arrested. Sinatra and friend Anita Ekberg decide to get married, as do Martin and Andress. Peace comes to Galveston.

**X-RAY:** This starts off with a bang, as a matter of fact with a lot of bangs, as well as on a note of promise. Then things sort of slow down to let the well-stacked gals show their assets. After a bit of over-extended running time comes a slam-bang climax and the happy ending, at least for the good guys. The cast is adequate, and direction and production are good. A bit more action and less conversation could have accomplished much. Of course, the give and take, the cute pieces of business, the "names" in the cast, and some of the pre-selling that has been going on could help the film make its mark at the boxoffice. The screenplay is by Teddi Sherman and Robert Aldrich.

**TIP ON BIDDING:** Higher bracket in many situations.

**AD LINES:** "An Unforgettable Experience With Frank Sinatra, Dean Martin, and Girl Friends Anita Ekberg and Ursula Andress"; "The Picture That's Too Big Even For Texas."

## MISCELLANEOUS

### All Of Me

NOVELTY  
73M.

Joseph Brenner  
(Partly in Eastman Color)

**ESTIMATE:** Nudie novelty has several angles.  
**CAST:** Brenda De Naut. Produced and directed by Jay Martin.

**STORY:** Brenda De Naut, small town beauty contest winner, who is embarrassed by her natural beauty—45-23-39—is rescued from a street attack by a television reporter. Her attacker was the cheese-cake photographer who after employing her had tried to get fresh. The tv lad tries to interest her in taking a trip with him to a nudist camp where he plans to interview the members. She is shocked although he tries to convince her that this would be a way for her to learn how to react decently to the naked body. She finally consents to go along, although insisting she will not enter the camp. After the interviews have been conducted and taped, the reporter is surprised to see De Naut in the nude. She had finally overcome her embarrassment, timidity, and fears.

**X-RAY:** This nudie novelty has the almost unbelievable dimensions of the heroine which are exposed fully in the final nudist camp color scenes. The other feature is the actual interviews of real nudists with some of their answers to pointed questions quite unintentionally hilarious. Aside from that, this is no better and no worse than dozens of other nudist colony pictures and should get by in the fast buck, exploitation spots in censor-free locations. Story and screenplay are by William L. Rose.

**AD LINES:** "Born To Be A Big Girl!"; "She Was Embarrassed By Her Natural Beauty."

## The Best Of Cinerama

COMPILATION  
142M.

Cinerama Prods.  
(Technicolor)  
(Cinerama)

**ESTIMATE:** Best of past Cinerama efforts.

Thirty sequences have been combined here, taken from other entries in the medium, and they are being sold as the cream of the Cinerama footage that has been available in prior years. Included are jet planes in action, the roller coaster, skiing in Switzerland, bobsledding, settings in Paris, Venice, Athens, New Orleans jazz, America the beautiful, Hawaii, Tahiti, the New Hebrides, Australia, kangaroos, Africa, the Watusi, and the Holy Land.

Production credits go to co-producers Merian C. Cooper and Thomas Conroy, executive producer Max E. Youngstein, Robert Bendick, Louis De Rochemont, Carl Dudley, and Lowell Thomas. The narration is by Thomas.

## 1000 Shapes Of A Female

NOVELTY  
79M.

Cinema Syndicate  
(Eastman Color)

**ESTIMATE:** Artists and nude models at work in Greenwich Village.

**CAST:** Dan Craig, Marty Devine, Byron Mabe, Sande Johnsen, Al Ruban, Faith Van Gilbert, Kimberly Harris, Doris Dane, Linda Bennet, Christine Kingsley, Jimmy Gavin, Monica Davis, Alicia Douglas, Patricia Darling, Terri Powers, Irene Charles, Gigi Darlene, Priscilla Hadley, Bob Benson, Vernon Marsh, Joey Naudic, Rosebud O'Toole, Nell Murray, Jane Day, Andrea Sinclair. Produced and directed by Barry Mahon. An Artlife Picture.

**STORY:** This shows conventional and unconventional Greenwich Village artists at work. One uses the hair of his head as a brush; one spatters colors on canvas spread on the floor, then tramps the paint in with his feet; another covers his models with paint and smears their bodies against large canvases nailed to his walls; and yet another frightens his figure model away when he "paints" by throwing darts at paint-filled balloons stuck to canvas.

**X-RAY:** There is nothing objectionable about this novel and interesting study of artists and nude models at work in Greenwich Village. Some of the kooky methods employed by the nonconformists are amusing; but the presence of the nude models puts this in the same classification of fast buck, nudist films. Its greatest appeal will be to audiences in the exploitation spots where it should suffice as a novelty filler. The color photography is good.

**AD LINES:** "The Beauty Of The Nude Form Seen Through The Eyes Of Painters"; "The Sensuous Soul Of The Artist Depicted In His Creations."

## The Sound Of Laughter

COMPILATION  
75M.

Union Films

**ESTIMATE:** Comedy compilation from old films is moderately amusing.

**CREDITS:** Glimpses from earlier days can be seen of Danny Kaye, Bing Crosby, Bob Hope, Buster Keaton, Harry Langdon, Shirley Temple, The Ritz Brothers, Imogene Coca, Bert Lahr, Milton Berle, Joe Cook, and others. Narrated by Ed Wynn; directed by John O'Shaughnessy; produced by Barry B. Yellin and Irvin S. Dorfman.

**STORY:** In sequences varying from a few seconds to 12 minutes can be seen Milton Berle singing; Imogene Coca as a ballerina; Bob Hope singing; Bert Lahr acting; the Ritz Brothers as hotel managers; Shirley Temple acting and singing; Buster Keaton in baseball; Harry Langdon as a hitchhiker and as a plane passenger who disrupts the trip;



Stoopnagle and Bud as off-beat professors, etc.

**X-RAY:** Some of the selections from the films of yesteryear are funny and some are not. Ed Wynn's style of slow delivery as regards the narration doesn't do much to speed the pace. Actually, this can qualify as more of a curiosity item which can satisfy those who would see and compare some of the famous of today with their image of years ago. It can serve as part of the program in some situations. The narration and continuity were written by Fred Saidy.

**AD LINES:** "Fun With The Comedy And Comedians of Yesteryear"; "How Many of Today's Stars Can You Identify From This Funfest?"

## FOREIGN

### Atom Age Vampire

MELODRAMA  
87M.

Topaz Film Corp.

(Italian-made) (Dubbed in English)

**ESTIMATE:** Okay horror entry.

**CAST:** Albert Lupo, Susanne Loret, Sergio Fantoni, Franca Paridi Strahl, Roberto Berta. Produced by Mario Fava; directed by Richard McNamara.

**STORY:** Merchant seaman Sergio Fantoni breaks his engagement to night club entertainer Susanne Loret when she refuses to give up her dancing. Despondent, she is badly scarred in an automobile crash. Told there is no hope for the restoration of her facial beauty, she is on the verge of suicide when rescued by mad scientist Albert Lupo, who has been experimenting with a formula for restoration of human tissue. It involves use of glands of recently dead women. As the experiment seems successful, nurse Franca Paridi Strahl becomes jealous when Lupo becomes infatuated with Loret. Strahl is murdered. When the original dose wears off and Loret's scars begin to reappear, Lupo knows he must continue to kill so that he may restore Loret's beauty. To steel himself for the task, Lupo takes a potion which turns him into a vampire-like monster. The city becomes terrified as does Loret, who is alarmed at Lupo's attentions. Fantoni returns in time to prevent Lupo from disposing of Loret. Lupo is killed as he once again reverts to a frightening monster.

**X-RAY:** This horror meller delivers its quota of terror and thrills for the average program audience with a screenplay by John Hart that is hardly believable although adequately enacted, produced, and directed. The dubbing is good, and although the action becomes a trifle confused at times, this will do as part of the bill, particularly in action spots.

**AD LINES:** "For The Fright Of Your Life See 'Atom Age Vampire'"; "The Man Who Played God To Own An Innocent Girl's Soul!"

### Billy Liar

DRAMA  
96M.

Continental  
(English-made)

**ESTIMATE:** Import is treat for art, specialty patrons.

**CAST:** Tom Courtenay, Julie Christie, Wilfred Pickles, Mona Washbourne, Ethel Griffies, Finlay Currie, Rodney Bewes, Helen Fraser, George Innes, Leonard Rossiter, Gwendolyn Watts. Produced by Joseph Janni; associate producer, Jack Rix; directed by John Schlesinger.

**STORY:** Tom Courtenay is a young clerk in an undertaker's office who frequently escapes into his own world of fantasy to relieve the monotony of day-to-day living. In his dream, he becomes a national hero in a country of his own, adored by everyone. At home, he faces nagging or browbeating from his parents who seek conformity, while his grandmother lives in her own world. Courtenay's real problems consist of getting rid of several hundred calendars he was supposed to have

mailed but didn't; some petty pilfering of the office petty cash; and two girls, Helen Fraser and Gwendolyn Watts, each of whom believes she is his fiancée. There is another girl, Julie Christie, a nonchalant, free-roving girl who loves him and encourages him to become a script writer and to go to London. He becomes involved deeper and deeper until the only solution seems to be going to London with Christie. He goes home to pack and finds his grandmother has been taken to the hospital, where she dies. He is determined to go through with his intention and meets Christie at the railroad station. As the train is about to leave, his courage deserts him, and he heads for home and his refuge in his world of imagination.

**X-RAY:** The makers of this entry have captured on film a most natural phenomenon—the daydream. It is effectively combined with the story's reality, and what emerges is a fascinating tale of a youngster growing up. There's drama, bits of suspense and comedy, and interest in the entire proceedings. The film is an entertainment treat for the art and specialty film attendees. Fine performances, especially by Tom Courtenay, and sensitive and capable direction and production values are commendable. The screenplay is by Keith Waterhouse and Willis Hall, based on the novel and play.

**AD LINES:** "Anyone Who Has Ever Had A Daydream Will Enjoy This Remarkable Film"; "The Entertainment Treat Everyone Is Talking About."

### Cry Double Cross

MELODRAMA  
65M.

Atlantic Pictures Corp.

(German-made) (Dubbed in English)

**ESTIMATE:** Actionful crime meller.

**CAST:** Hardy Kruger, Martin Held, Mario Adorf, Horst Frank, Ingrid Van Bergen. Produced by Luggi Waldleitner; directed by Alfred Weidenmann.

**STORY:** Hardy Kruger and Horst Frank, youthful Berlin "hooligans," have planned a safe-breaking robbery down to the last detail. With time on their hands before the crime, they go to the apartment of Frank's girl friend, Ingrid Van Bergen, and Frank becomes jealous over her apparent liking of Kruger. Feeling betrayed, Frank turns informer to the police. This results in a man hunt with police commissioner Martin Held leading the chase after Kruger, who is trying to escape. Although Kruger had saved Held's life during the war, the show-down finds Kruger fatally shot by police after he had wounded Held in a last ditch but futile attempt to escape.

**X-RAY:** This suspenseful, action packed crime meller is doubly interesting due to its location shooting on the streets of Berlin, in the subways, etc. It boasts an outstanding performance by Hardy Kruger, with fine support from the rest of the cast. Production and direction are first rate, and the dubbing is good. As a study in crime and a man hunt, this should fill the bill as part of the program.

**AD LINES:** "A Mistress, Jealousy, and Greed—The Ingredients Of A Double Cross!"; "A Crime Planned To Go Off Like Clockwork—Fury and Vengeance Set The Trap."

### The Giant Of Metropolis

MELODRAMA  
92M.

Seven Arts  
(Color)

(Italian-made) (Dubbed in English)

**ESTIMATE:** Interesting science fiction melodrama.

**CAST:** Gordon Mitchell, Bella Cortez, Dolidano Lupi, Liana Orfei, Furio Meniconi, Omero Gargano. Produced by Umerto Scarpelli; directed by Emimmo Salvi.

**STORY:** In the year 10,000, Gordon Mitchell survives a march on the fabled land of Metropolis, where science is sovereign, and all secrets of nature except that of immortality are known. Captured by the King,

who subjects him to many tests so that his son might be the first immortal man, and forced to battle a mad giant and fiendish dwarfs, Mitchell is saved by the Queen and loved by the beautiful Princess, with whom he finally makes his escape. The mad King and all his people disappear into the depths of the sea.

**X-RAY:** The futuristic sets enhanced by good color are the feature here in this fantastic melodrama concerning the fairy tale kingdom of Metropolis. Gordon Mitchell and others of the cast are good as the leads. The dubbing is a fair job, while production and direction are okay. This should do nicely as part of the program in most spots. It is being sold as a double bill with "The Invincible Gladiator."

**AD LINES:** "10,000 Years Ahead—To The Unknown"; "See The Dwarfs Of Death—The City Destroyed By Cataclysm!"

### The Invincible Gladiator

MELODRAMA  
96M.

Seven Arts  
(Wide Screen)

(Italian-made) (Dubbed in English)

**ESTIMATE:** Action packed Italian spectacle.

**CAST:** Richard Harrison, Isabel Corey, Leo Anchoritz, Joseph Marco, Liveo Lorenson. Produced by Alberto De Martino; directed by Anthony Momplet.

**STORY:** Twenty centuries ago, Richard Harrison is a Roman gladiator who saves the Emperor's life. As a result, he is freed and leads a force of the Emperor's soldiers to wipe out a band of brigands. He is, however, caught in a web of intrigue. He becomes the sole hope of the oppressed people as he regains the throne for beautiful queen Isabel Corey.

**X-RAY:** This melodrama of ancient Rome is action all the way, with good performances by Richard Harrison and the rest of the cast. There are hundreds of extras seen in the big scale battle scenes, etc., and the production is interesting what with the old weapons used, etc. Direction and pace are good, and the dubbing is fair. It should be noted that the print seen is black and white although all accessories state the film is in color. This should do nicely as part of the program in most spots. It is being sold as a double bill with "The Giant Of Metropolis."

**AD LINES:** "Death In the Arena—Slaughter Of The Innocents!"; "2,000 Years Back To The Age Of Orgy."

### Ladies Who Do

COMEDY  
85M.

Continental  
(English-made)

**ESTIMATE:** Mildly amusing entry.

**CAST:** Peggy Mount, Robert Morley, Harry H. Corbett, Miriam Karlin, Avril Elgar, Dandy Nichols, Jon Pertwee, Nigel Davenport, Graham Stark, Ron Moody. Directed by C. M. Pennington-Richards; produced by George H. Brown.

**STORY:** Peggy Mount is a cleaning woman in the offices of Harry H. Corbett, an operator in real estate and other ventures, and the latter is on the verge of closing a deal to knock down slum houses and erect several modern office buildings and some other ventures. She finds a cigar that he never smoked in the waste paper basket and wraps it in a discarded telegram, intending to take it home to a gentleman she cleans for, Colonel Robert Morley, who hasn't had much luck with any of the gambles he's taken lately. From the information in the telegram, he is able to make quite a bit of money in a buy on the stock market, and he gives half to Mount. The latter is taken aback and not at all sure of the honesty of the money earned. She goes to consult Corbett, only to overhear that the area he intends to demolish is that in which she lives along with other charwomen. She returns to Morley and asks him

(Continued on page 5124)



# ALPHABETICAL GUIDE TO 121 Features Reviewed

This index covers features reviewed thus far during the 1963-64 season in addition to features of the 1962-63 season, reviewed after the issue of Aug. 21, 1963.—Ed.

## A

Act One—110m.—WB .....5119  
All Of Me—73m.—Misc. ....5122  
All The Way Home—103m.—Para. ....5095  
America America—174m.—WB .....5121  
Any Number Can Win—111m.—MGM .....5102  
Atom Age Vampire—87m.—For. ....5123

## B

Battle Of The Worlds—84m.—Misc. ....5119  
Best of Cinerama, The—142m.—Misc. ....5122  
Billy Liar—96m.—For. ....5123  
Beauty And The Beast—77m.—UA .....5095  
Bell, Bare and Beautiful—64m.—Misc. ....5106

## C

Captain Newman, M.D.—126m.—U .....5103  
Cardinal, The—175m.—Col. ....5101  
Castilian, The—103m.—WB .....5099  
Ceremony, The—105m.—UA .....5118  
Charade—114m.—U. ....5095  
Chushingura—105m.—For. ....5106  
Clown And The Kid, The—66m.—UA. ....5091  
Comedy Of Terrors, The—86m.—A-I .....5117  
Condemned Of Altona, The—114m.—Fox .....5090  
Conjugal Bed, The—90m.—Emb. ....5094  
Court Martial—82m.—UA .....5098  
Creation Of The Humanoids, The—75m.—Misc. ..5099  
Cry Double Cross—65m.—For. ....5123  
Cry Of Battle—99m.—UA .....5097

## D

Daughter Of The Sun God—75m.—Misc. ....5103

## E

Easy Life, The—105m.—Emb. ....5121  
Erik The Conqueror—81m.—A-I .....5113

## F

Family Diary—114m.—MGM .....5113  
Fantasia—117m.—BV—RE. ....5097  
Farewell To Arms, A—Re.—123m.—Fox .....5090  
4 For Texas—124m.—WB .....5122  
French Game, The—86m.—For. ....5103  
Fun In Acapulco—100m.—Par. ....5109  
Fury At Smugglers Bay—92m.—Emb. ....5117

## G

Giant Of Metropolis, The—92m.—For. ....5123  
Gone Are the Days—97m.—Misc. ....5106  
Gun Hawk, The—92m.—AA .....5097  
Gunfight At Comanche Creek—90m.—AA .....5113

## H

Haunted Palace, The—85m.—A-I .....5089  
Heavenly Bodies—60m.—Misc. ....5092  
Hootenanny Hoot—91m.—MGM .....5089  
Hot Money Girl—81m.—For. ....5103  
Householder, The—100m.—For. ....5103

## I

Incredible Journey—80m.—BV .....5101  
In The French Style—105m.—Col. ....5093  
Invincible Gladiator, The—96m.—For. ....5123  
It's A Mad, Mad, Mad, Mad World—194m.—UA—Cinerama .....5109

## J

Johnny Cool—101m.—UA .....5091  
Julie, The Redhead—100m.—For. ....5106

## K

Kings Of The Sun—108m.—UA .....5118

## L

Ladies Who Do—85m.—For. ....5123  
Ladybug, Ladybug—84m.—UA .....5119  
La Poupee—90m.—For. ....5096  
Lord Of The Files—90m.—For. ....5092  
Love With The Proper Stranger—100m.—Par. ...5118

## M

Man In The Middle—94m.—Fox .....5121  
Maniac—86m.—Col. ....5101  
Mary, Mary—126m.—WB .....5091  
McLintock—127m.—UA .....5112  
My Life To Live—85m.—For. ....5100  
Mill Of The Stone Women—94.—For. ....5104  
Monstrosity—67m.—Misc. ....5099  
Move Over Darling—103m.—Fox .....5115  
Muriel—115m.—For. ....5106  
My Son, The Hero—111m.—UA .....5095  
My Son The Vampire—72m.—For. ....5120

## N

Naked Autumn—98m.—For. ....5115  
New Kind Of Love, A—110m.—Par. ....5090

## O

Of Love And Desire—97m.—Fox .....5090  
Old Dark House, The—86m.—Col. ....5102  
1000 Shapes Of A Female—79m.—Misc. ....5122

## P

Pair of Briefs, A—90m.—For. ....5106  
Palm Springs Weekend—100m.—WB .....5105  
Paris Pick-up—90m.—Par. ....5114  
Pirate And The Slave Girl—86m.—For. ....5115  
Playgirls International—70m.—Misc. ....5115  
Please, Not Now!—76m.—For. ....5115  
Prize, The—135m.—MGM .....5114  
Promises! Promises!—75m.—Misc. ....5096  
Pyro—99m.—A-I .....5113

## R

Raiders, The—75m.—U. ....5119  
Reach For Glory—89m.—Col. ....5093  
Resurrection—148m.—For. ....5107  
Running Man, The—103m.—Col. ....5094

## S

Siege Of The Saxons—85m.—Col. ....5089  
Small World Of Sammy Lee, The—105m.—For ...5092  
Soldier In The Rain—88m.—AA .....5109  
Son Of Captain Blood—88m.—Par. ....5114  
Sound Of Laughter, The—75m.—Misc. ....5122  
Sound of Trumpets, The—90m.—For. ....5107  
Square Of Violence—96m.—MGM .....5098  
Steppe, The—100m.—For. ....5107  
Stolen Hours—100m.—UA .....5098  
Suitor, The—83m.—For. ....5107  
Summer Holiday—100m.—A-I .....5105  
Sunday In New York—105m.—MGM .....5117  
Sunswept—65m.—For. ....5120  
Strait-Jacket—89m.—Col. ....5121  
Sword In The Stone, The—75m.—BV .....5097

## T

Take Her, She's Mine—98m.—Fox .....5102  
Terrified—70m.—Misc. ....5119  
Terror, The—81m.—A-I .....5093  
Three Lives Of Thomasina, The—97m.—BV ...5117  
Third Of A Man—80m.—UA .....5091  
3 Stooges Go Around The World In A Daze, The—94m.—Col. ....5089  
Thunder Island—65m.—Fox .....5098  
Tiara Tahiti—100m.—For. ....5116  
Tom Jones—113m.—UA .....5100  
20,000 Leagues Under The Sea—127m.—BV—RE .5098  
Twice Told Tales—119m.—UA .....5099  
Twilight Of Honor—104m.—MGM .....5094  
Two Nights With Cleopatra—80m.—For. ....5107

## U

Under The Yum Yum Tree—110m.—Col. ....5098

## V

Victors, The—175m.—Col. ....5105

## W

War Of The Buttons, The—92m.—For. ....5124  
Walleyed Nippon—90m.—For. ....5104  
Wheeler Dealers, The—106m.—MGM .....5094  
Who's Been Sleeping In My Bed?—103m.—Par. .5114  
Who's Minding The Store?—90m.—Par. ....5114

## X

X—The Man With The X-Ray Eyes—80m.—A-I ..5093

## LADIES WHO DO

(Continued from page 5123)

to reinvest the money, and he gets the idea to form a corporation with Mount and her friends on the board. He works with the scraps of paper they bring home at the end of the day. The operation is quite successful and also puzzling to the brokers and stock market. When they vote to put all their money into one venture, they apparently lose all. Meanwhile, Corbett moves into the area with his men and equipment to clear the area, but Mount organizes the other women, who hinder every movement, even tying up the police. Corbett loses the battle and is broke. Meanwhile, the fortunes of Morley and associates are fine once again since valuable mineral deposits have been discovered on their land. He and the ladies offer Corbett a place with their firm.

X-RAY: This import starts out on a note of promise and good humour, falters a bit midway, and picks up a trifle down the stretch. It winds up in a happy conclusion.

bit of quickened pace might have improved the situation and film quite a bit to make it more pleasing to art house and other viewers who like their foreign-made entries on the bright and light side. The cast is good, and

direction and production are acceptable. The screenplay is by Michael Pertwee, based on an idea by John Bignell.

AD LINES: "These Ladies Knew The Ins and Outs of The City"; "These Ladies Operated in the Wee Hours Of The Morning And Made Nothing But Money."

## The War Of The Buttons

COMEDY DRAMA  
92M.

Bronston  
(French-made)  
(English titles)

ESTIMATE: Amusing entry for art spots.

CAST: Jacques Dufilho, Yvette Etievant, Michel Galabru, Michele Meritz, Jean Richart, Pierre Tchernia, Pierre Trabaud, Martin Larigue. Produced by Yves Robert and Daniele Delorme; directed by Yves Robert.

STORY: An ancient rivalry exists between the school boys of two French villages, Longeverne and Velrans, and this is continually fanned by name calling and actual physical battles on a field between the towns. When a prisoner is taken, he is deprived of his buttons, shoe laces, belt, etc., and this is carried through in battles as well. One side builds

a hut to hold their meetings and trophies, but one of their number betrays the location. The opposition uses a tractor to knock it down. The traitor is discovered and treated harshly, which brings down the wrath of the parents of the town. The net result is that an enforced truce comes about with the leaders of both factions being sent off to school out of town. They join together to face their new surroundings as friends.

X-RAY: Adult art house audiences may well get a charge out of the on-screen fun engendered by the warring youngsters, who are not above using an earthy or pithy phrase when necessary. If viewers remember that the terms are gallic in origin, they will presumably accept them in the spirit of fun and the passion of the moment of youth at play and war. The same goes for scenes of nudity. It's a bit naughty, but it's also cute. Interest is well maintained though a bit of shortening would have improved the end result. The acting, direction, and production are good. The screenplay is by Francois Boyer, based on a novel by Louis Pergaud. This film has been condemned (C) by the Legion of Decency.

AD LINES: "When They Play Button, Button, Who's Got The Button—The Result Is A Natural Fun Film"; "Everything Pops In 'The War of the Buttons'."





JANUARY 8, 1964 SECTION THREE  
Vol. 70, No. 26

# EXPLOITATION

**ACTUAL PROMOTIONS** from the fertile minds of exhibition and distribution that can be applied with profit to the theatre situations.

This special section is published every-second-week as a separately bound, saveable service to all theatre executive subscribers to MOTION PICTURE EXHIBITOR. Each saveable section represents current submissions by theatremen and promotion plans from distributors that have originality and ticket selling force. Exhibitors are invited to submit campaigns on specific pictures or institutional ideas. Add EXPLOITATION to your permanent theatre library. Address all communications and submissions to the Editors of MOTION PICTURE EXHIBITOR, 317 N. Broad St., Philadelphia, Penna.—19107.

## Loew's Theatres Managers Get Columbia "Jason" Prizes

Cash prizes have been awarded to 20 Loew's Theatres managers who topped their boxoffice quotas during the circuit run of Charles H. Schneer's "Jason and the Argonauts."

The 20 winners, who competed against their own—rather than each other's—boxoffice figures of the past, had participated in a plan devised by Schneer, Loew's Theatres and Columbia Pictures executives based upon the success of the experiment at the Rank Circuit in England when "Jason and the Argonauts" played there. "Jason and the Argonauts" played the Loew's New York circuit during September after its initial engagement at New York's Loew's State in August.

The checks to the 20 winning managers were accompanied by a warm letter of congratulations from Arthur Tolchin, assistant to the president of Loew's Theatres. Managers also received a letter of commendation from Robert S. Ferguson, Columbia Pictures vice-president in charge of advertising and publicity. The cash prizes were provided by Columbia Pictures.

Recipients of the cash awards were: Nathan Bernstock, Loew's Jersey City Theatre; Louis George, Loew's Triboro; Louis Jaffe, Loew's New Rochelle; Robert Diem, Loew's Mt. Vernon; Dorothy Solomon, Loew's Kings; Clyde Fuller, Loew's Valencia; Albert Boschi, Loew's Oriental; Sigmund Schwartz, Loew's Paradise; Richard Fensterer, Loew's 175 St.; Helen Wright, Loew's Delancey; Harry Greenman, Loew's White Plains; Allan Isacs, Loew's Olympia; Seymour Brond, Loew's Orpheum; Abe Levy, Loew's 46 St.; William Klenertz, Loew's 83 St.; David Swenson, Loew's Inwood; Irving Gross, Loew's Boulevard; Helen Lupe, Loew's Sheridan; Jack Bergnicht, Loew's National; and Joseph Beck.

## RKO Theatres Contest

A "Pic-A-Pics" contest to bring attention to the line-up of forthcoming attractions at RKO First-Run Theatres has been held. Two First Prizes are being offered to two winners—a 1964 convertible automobile and a trip for two to London.

To be eligible for either of these prizes, patrons were asked to check the list of forthcoming RKO attractions (the information was available in all RKO lobbies) and then write in 25 words or less the name of the film they would like most to see and why.

Complete details of the contest were found in the lobbies of all RKO First-Run Theatres.

## Exhibitor Winners Of MGM And Allied Artists' Contests Announced



An extensive advertising campaign in the subways of New York City is helping to keep crowd activity high at New York's Criterion and Sutton theatres during the current run of Columbia's "The Victors."

## Something New in Press Agents

Tom Carlile, international expert on Bond-manship and probably the world's tallest press agent (6' 6"), will conduct a month-long 17-city "intrigue and excitement" tour on behalf of "From Russia With Love," the new James Bond screen thriller, beginning January 12.

Carlile, who is also a confidant of Ian Fleming, noted author of "From Russia With Love" and the other best-selling novels about British Secret Service Agent 007, will visit newspaper editors, radio and television commentators and leading exhibitors during his cross-country swing for the United Artists Technicolor release.

In addition to his own fund of stories and anecdotes about the movie and Fleming, Carlile will bring with him an attache case of special material about the film created to underline the "intrigue and excitement" inherent in "From Russia With Love."

In the attache case, similar to the one used by star Sean Connery, who portrays James Bond, is a striking sampling of both color and black-and-white photo art, the regular theatrical trailer, special filmed supplements, recordings of the movie's music, advance stories and photo lay-outs, and some surprises.

The United States and Canadian cities on the Carlile agenda include: Toronto, Cleveland, Pittsburgh, Cincinnati, Atlanta, New Orleans, Houston, Dallas, Los Angeles, San Francisco, Denver, Kansas City, St. Louis, Chicago, Boston, Philadelphia and New York.

Exhibitor winners in MGM's "World Heri-

tage" Contest and the "55 Days At Peking Posting Contest" of Samuel Bronston Productions and Allied Artists were announced recently by the respective companies.

The winners of MGM's "World Heritage" Contest were:

Harry Wiener, manager of the Wellmont, Montclair, N. J., first prize of \$500 in the national contest on "World Heritage Pictures" sponsored by MGM's Special Sales Unit. The announcement was made by Fred Schwartz, Head of the MGM Special Sales Unit, following the judging by a panel of trade press editors.

The other winners in MGM's "World Heritage" contest are: second prize of \$250 won by Dorothy Solomon, manager, Loew's Kings, Brooklyn, N. Y.; third prize of \$150 to George Hunter, manager, Landers, Springfield, Ohio; and fourth prize to J. C. Newkirk, manager of the Vine, Willoughby, Ohio. Receiving honorable mention were: Gray Jones, manager, of the Cinema, Charlotte, N. C.; Floyd Naydor, manager of the Iwo Jima, Jacksonville, N. C.; Bobby Blalock, manager, Center, Albemarle, N. C.

In arranging for the presentation of checks to the contest winners from the stages of their respective theatres, Si Seadler, Promotion Head of MGM's Special Sales Unit said: "This method of presentation to the winners of the prior 'Operetta' contest resulted in considerable publicity for the successful managers in their home towns. In some cases, the Mayors made the presentation from the stage; otherwise, some local dignitary did it. There were pictures in the papers and editorial comments. We feel that any way we can build up the importance of the manager in his community is good for the industry, and certainly it influences managers who look to their future to get out and promote, to enter such contests and to get themselves national attention."

The MGM "World Heritage Pictures" included in the \$3000 Contest were: William Shakespeare's "Julius Caesar"; Charles Dickens' "David Copperfield"; Jane Austen's "Pride and Prejudice"; Rudyard Kipling's "Captains Courageous"; Louisa May Alcott's "Little Women"; Pearl S. Buck's "The Good Earth"; Charles Dickens' "A Tale of Two Cities" and Rudyard Kipling's "Kim."

In the "55 Days At Peking" Posting Contest conducted by Samuel Bronston Productions and Allied Artists, J. P. Shipley, manager, Esquire, Enid, Oklahoma, was selected

(Continued on page EX-559)



# British Activities

By Jock MacGregor

"A model campaign" is how the Rank Theatre regional controller, David B. Williams, himself a one time champion showman, described C. D. Spruce's efforts on behalf of "The Great Escape" at the Odeon, Crewe. He set out with one thing in mind—"advance publicity" in the belief that the film would do the rest. He started by writing personal letters to various large factories seeking their help in finding ex-pows and found three who had actually been interned in the stalag depicted in the movie. Additionally Rolls Royce put him on to the only holder of the Victoria Cross in the county. By this means it is believed the angle that the film is based on fact was presold to some 30,000 employees. The press picked up the story. Next through the press he asked for the loan of POW souvenirs. In return for the publicity received the ex-pows were invited to the first night when a guard of honor was provided by the Crewe Cadets Force. With the aid of his projection staff who gave up much free time, Spruce put up an impressive front of house canopy display with the aid of posters, barbed wire, cutout letters and two camp watch towers borrowed from an earlier run Odeon. A doorman wearing Spruce's old air force uniform toured the town as a pow with a cutout of a watch tower carrying credits, and distributed 1000 handouts. For two weeks prior to playdate the Mitch Miller version of the title music was played on the non-sync during the main intermissions while a slide announcing the booking was shown on the screen. Window tieups rounded off the campaign.

Playing "Billy Liar" at the ABC, Old Kent Road, South London, Albert E. Hallam hit on a contest which if published in a newspaper would put over all the points required to sell the movie—the title, the star, the theatre, the date and the prize, a copy of the ABC Film Annual which is being published by the circuit and needs plugs. "Billy Liar" concerns a sort of Walter Mitty dreamer romancer. The South London Observer readily went along with the idea and invited readers to send their most humorous tall stories in the edition which appeared four days before playdate. Continuing his good relations with this paper, he got a useful gossip item announcing that the new serial for the ABC Minor's Saturday morning matinees had been made exclusively for such screenings by the Children's Film Foundation.

D. J. Goodman of the Odeon, Wood Green, had the full support of the local branch of the Royal Air Force Association when he played "Great Escape" and was in consequence able to rustle up a number of souvenirs from Stalag Luft III (setting for the movie) and other material for foyer display and rely on a distinguished guest list and guard of honor for the civic opening night . . . J. L. Smith of the Ritz, Edinburgh, set up an eye catching display with the aid of the city police's Crime Prevention Dept. when he played "The Cracksmen". For his run of the "Come Fly With Me"—"The Hook" unit program he arranged for the American and British service bases in the area to display his showcards and to borrow surplus U. S. equipment of the type used in the Korean conflict for a foyer display . . . To exploit the initiative that would be shown by POWs in escaping, F. H. Reay of the Odeon, Sunderland, promoted a press grabbing initiative test for "Great Escape". Two youth club members had to take letters from the mayor to the Lord Provost of Glasgow, call on G. M. Chantrey of the Odeon, Glasgow, and return—a journey of some 300 miles—on 70¢ . . . Fred Tyler of the Empire, Coventry found local menswear stores falling over themselves to co-operate when he showed "Come Blow Your Horn" thanks to Paramount's expert preselling to the trade. One store was so enthusiastic that it bought its own 40 x 30 blowups for window displays and offered a two piece suit for a contest. In turn, a display of men's fashions were placed in the circle foyer . . . Rank's "Look at Life" topical color weekly devoted to "Vintage Models" provided Joseph L. Smith of the Odeon, Loughborough, that big bit extra when he played "Diamond Head". With the aid of a vintage car owner he rounded up all within 10 miles of the theatre. About 20 rallied on the theatre parking lot and not only caused a lot of interest but garnered a useful press before and after the event . . . In association with the editor of the Nottinghamshire Weekly Guardian, L. Wilkinson of the Odeon, Nottingham, sponsored the Nottingham Charm Girl contest when he played "Summer Magic" starring Hayley Mills, and promoted \$70.00 worth of prizes. An exceptional press resulted . . . Lee C. Prescott of the Odeon, Bury, Lancs, found himself without a distributor's grant or a head office over quota allowance when he played "80,000 Suspects". He concentrated on the nationally promoted contest for a Ford Zodiac Mk III for which a cod newspaper carrying details and plugging the film had been produced by the Rank Organization. The local dealer arranged a daily parade through the town of a Mark III, liberally covered with movie and theatre credits, and a '09 "T" Model. 5000 "newspapers" were distributed at the theatre, Ford dealers and during the tour. All for free to the theatres!

## "Charade" Promotions

Universal is making available special promotional material in connection with the release of "Charade."

Highlighting the picture's Parisienne local, Universal is making available a limited supply of official French Government Tourist Office color travel posters featuring scenes of Paris which can be used for window and in-store displays in tie-ups to be made by exhibitors.

The second promotional piece is a 12 page booklet in two colors of party games highlighting "Charade." These booklets which

contain puzzles and games is available to exhibitors in quantity with imprints at an inexpensive cost per thousand.

The Fred Astaire Studios have created a new dance step—"The Cha-Cha Charade" inspired by the hilarious orange dance sequence in the picture.

In connection with the tie-up, Universal and the Astaire Studios have developed two special kits—one for instruction of the "Cha-Cha Charade" and the other for tie-ups between local studios and theatres in connection with playdates.

## Department Stores, Others Welcome Arrival Of "Victors"

A roster of America's most fashion-conscious department stores topped by all 18 branches of New York's famous Saks Fifth Avenue entered a fashion promotion package with Harper's Bazaar Magazine and Carl Foreman's "The Victors," a Columbia Pictures release.

Included in the fashion promotion in addition to Saks Fifth Avenue are such internationally famous stores as Woodward & Lothrop and its branches in Washington, D. C., Shillito's in Cincinnati, Jordan Marsh in Boston, Thomas Kilpatrick in Omaha, Fred Phipps in New Haven, and Paul Stockette in Grand Rapids, Michigan.

Among the locations covered by Saks Fifth Avenue are: Beverly Hills, Palm Springs, Palo Alto, and San Francisco in California; Miami Beach, Fort Lauderdale, Palm Beach, and Surfside in Florida; Chicago and Skokie in Illinois; Philadelphia and Pittsburgh in Pennsylvania; White Plains and Garden City in New York; Phoenix, Ariz.; Springfield, N. J.; St. Louis, Mo.; and Detroit, Michigan.

Columbia Pictures field men will coordinate the fashion promotions in each area, giving special attention to window displays for "The Victors," in-store displays, ads, fashion shows, book and record tie-ins and other areas of promotion. Much of the fashion approach connected with "The Victors" centers around six of the world's most exciting actresses included in the cast of the Columbia Pictures release. They are: Jeanne Moreau, Melina Mercouri, Rosanna Schiaffino, Romy Schneider, Elke Sommer and Senta Berger.

Under the direction of ex-middleweight boxer Izzy Grove, more than 200 stores and dozens of hotels in the New York Metropolitan area prominently displayed welcoming messages for the Columbia Pictures release, which opened at a gala American premiere in New York's Criterion and Sutton Theatres.

The extensive campaign included participation by department stores, specialty shops, restaurants, hotels and other retail establishments in the opening of "The Victors." In most cases, signs were personalized with the store name and included a personally signed message applauding the arrival of the Columbia Pictures release.

Simultaneously, while the store endorsement campaign was under way, Izzy Grove also took charge of an army of handbill distributors, who passed out promotional literature on "The Victors" at virtually every major public event during the past two months.

## "Kings" At Jap Camera Show

The Mirisch Company's Presentation of "Kings of the Sun," United Artists' release, was the subject of a colorful display at the current Tenth Annual Japanese Camera Show at the Japanese Trade Center on Fifth Avenue and 36th Street in New York City.

The display consists of impressive 11 by 14 double weight mat photographs of stars Yul Brynner and Shirley Anne Field, in their eye-catching Mayan costumes, on the set of "Kings of the Sun."

The "Kings of the Sun" photos were included in the Japanese Trade Show because all of the photo work on the epic film was done with Japanese-made cameras.



**EXHIBITOR WINNERS**

(Continued from page EX-557)

winner.

Shipley's entry was chosen over the hundreds submitted by exhibitors throughout the United States and Canada during the competition.

Contest entries, which illustrated via photos and descriptions how an exhibitor utilized posting materials on "55 Days At Peking" were judged by a panel consisting of Paul N. Lazarus, Jr., Executive Vice-President and Harold Roth, Vice-President of Samuel Bronston Productions; Jack Goldstein, National Field Supervisor for "55 Days at Peking," Jack Schachtel, Advertising Business Manager and Lee Bergman, Eastern Publicity Manager of Allied Artists Pictures Corporation.

First prize consists of a round-trip to New York with three days stay at the Astor Hotel for two, tickets to Broadway shows and dinner at the Latin Quarter, among other activities.

Second Prize of a Sony Micro Portable Television set was won by Ivan Ackery of the Orpheum, Vancouver, B. C., Canada.

The next three prizes, which are Sony Transistor Radios, were won by Hal Cheatham, Palace, Dallas, Texas; Henry T. Rastetter, Warner, Erie, Pennsylvania and Jesse L. Marlowe, Tennessee, Nashville, Tennessee.

Runners-up prizes, which are Travel Executive Alarm Clocks by Ingraham, were won by Herbert Frank, Capitol, Madison, Wisconsin; Steve Souttar, Uptown, Columbia, Missouri; and Clyde M. Hawkins, Rogers, Chattanooga, Tennessee.

**"Muscle Beach" Tie-ups**

Eight firms will spend more than \$1½ million on promotional tie-ins for American International Pictures' "Muscle Beach Party" set for Easter release, according to AIP toppers James H. Nicholson and Samuel Z. Arkoff.

The sums being spent by the firms top all previous co-operative promotion and exploitation efforts by the company. Involved are the Dr. Pepper Company, Rose Marie Reid bathing suits, the Tanfastic suntan lotion company, the Phil Rose Sportswear Co., manufacturers of the Tule Trooper scooter, the Fred Astaire Dance Schools, makers of a coosome garment called The Tweater, and Phil's of Downey, maker of custom-built surfboards.

Plugs for both the products and the picture will appear in advertising in Life, Look, Teen, Seventeen, all scholastic publications, fashion magazines, local newspapers and on 500,000 point-of-sale pieces.

In addition, the Dr. Pepper Company will plug "Muscle Beach Party" on five million bottle riders and will air the picture's world premiere on the nationally televised Dick Clark Show seen by an estimated nine million viewers.

**"Love" That Recording**

A major music promotion for Paramount's "Love With The Proper Stranger" has been set with Kapp Records, which is releasing Jack Jones' single recording of the film's title song, written by Elmer Bernstein and Johnny Mercer.

Disc jockeys throughout the U. S. and Canada have been serviced with advance copies of the record, as well as patter and gag material crediting "Love With The Proper Stranger." Paramount and Kapp field representatives are also setting window and in-store displays and promotions with record retailers.

# Mexican Theme Stressed By Theatre To Sell "Fun In Acapulco"



This special front and marquee was built for the engagement of UA's-Cinerama's "It's A Mad, Mad, Mad, Mad World," SW Boyd, Philadelphia. The words of the title as the superstructure on top of the marquee flash on and off and the 13 color photographs over the front entrance also, separately, blink on and off.

**"Global Affair" Riding High**

Metro-Goldwyn-Mayer's "A Global Affair," starring Bob Hope, will be launched literally with a "Flight of Fashion" on February 9 through a joint promotion of Hart Schaffner & Marx and United Airlines.

Top newspaper fashion editors, plus magazine, wire service and radio-TV press will view the Hart Schaffner & Marx wardrobe Hope wears in the film, plus additional new styles in men's clothes, during a one-hour flight above Los Angeles in one of the new Boeing 727 planes which United will soon put into service.

The event coincides with concurrent conventions of National Association of Retail Clothiers and Furnishers and American Institute of Men's and Boy's wear.

Hope and his "A Global Affair" wardrobe will be featured this spring in Hart Schaffner & Marx national magazine advertising with adaptation of the two-page ad also being used by 1,300 dealers in the United States for point-of-sale display and as a direct-mail folder.

**"Prize" Swedish Recipes**

A highlight of the campaign on MGM's "The Prize" is a women's editor "Culinary Arts Kit," which is expected to achieve similar success to that given the women's editor kits created for "The V.I.P.s" and "The Wheeler Dealers," both of which received exceptional nationwide coverage. Prepared with the co-operation of the Swedish Information Service, the Food Kit for "The Prize" contains special recipes from the Grand Hotel in Stockholm of Swedish specialties served during Nobel Week, with a photograph of the chef, the menu and program of the dinner served to the Nobel Laureates at City Hall in Stockholm, attended by the King and Queen of Sweden, comments from the culinary experts responsible for catering the dinner, a feature on Swedish foods and outstanding recipes from the Gripsholm Restaurant in New York City, famous for its authentic Swedish cuisine.

The Mexican theme of Paramount's Elvis Presley starrer, "Fun In Acapulco," offered a wide range of promotion ideas recently to Geneva Wood, manager, Trans-Texas' Fine Arts, Denton, Texas.

One week in advance a large window display was set up in the high school. The backdrops were made with a three-sheet, stills, display paper and a large sun piece. Other articles of attraction in the window included a palm tree, Mexican blanket, hat, castinets, and decorated cups. There were many comments, even from teachers.

Shoppers could not escape the fact that the film was coming to the theatre. There were numerous replicas of Mexican hats pasted on sidewalks around town. Some of the hats were red, others blue, with the title and playdate on each one.

Special heralds were distributed around town and shopping center one week in advance; and window cards were used.

A display at a record shop attracted shoppers at the Denton Center. A three-sheet was put in the window, covering about one-third of the space and the record, "Fun In Acapulco" was played and plugged giving Presley fans an added thrill.

After the opening a reminder to La Casita Restaurant patrons was a table tent on each table. These were decorated and inscribed "Now Playing, Fine Arts Theatre."

There is little doubt that Dentonites did not know that "Fun In Acapulco" was playing at the theatre.

**Pepsi-Cola and "Soldier"**

An extensive national "Soldier in the Rain" tie-in promotion has been effected between Pepsi Cola and Allied Artists coinciding with the Jackie Gleason-Steve McQueen starrer in all key cities.

The tie-in, inspired by several bits in the picture revolving around a Pepsi machine, was first put into operation in New York City timed to the film's world premiere.

One week's exposure on WNBC's Times Square neon spectacular spearheaded the New York City promotion with the tie-in message appearing approximately every three minutes between dusk and 1:00 A.M.

The WNBC display sign consisted of eight foot high neon letters which spelled out the "Soldier in the Rain" message 120 times per night. Estimated viewers for the first week were between three and four million people.

The message flashing over the Times Square area read: "Join Jackie and Steve in 'Soldier in the Rain' premiering at Palace Theatre. Say 'Pepsi, Please.'"

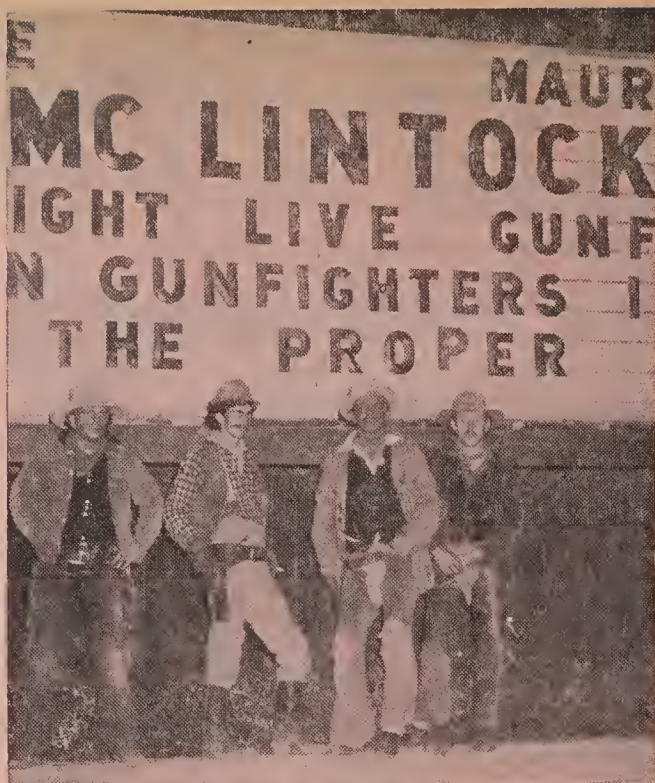
The basic elements of the promotion will be duplicated in other major cities timed to their respective "Soldier in the Rain" premiere dates: Special tie-in posters will be up on all Pepsi trucks—each picturing Gleason and McQueen with film credits. In addition, Pepsi will arrange for tie-in carton stuffers on a national basis and schedule special radio spots in each city.

The radio exposure will be via 15-30 and 60 second announcements plugging "Soldier in the Rain," the stars and the film's "special guest star, Pepsi Cola."



## THE EXHIBITORS EXPLOITATION EFFORTS

EWART EDWARDS, manager, Midway Drive-In, Tucson, Arizona, arranged a sneak preview of United Artists' "McLintock" three weeks before he opened the regular run of the picture. Along with Roy Kelly, he invited the "Gunfighters Of Old Tucson," which is an amusement park just outside the city limits where the picture was filmed, to put on a live gunfight at the drive-in during intermission. This was advertised, of course, along with the sneak preview in the newspapers, on radio and TV. Between the sneak preview and the opening day, employees of five other Los Angeles Drive-In Theatres wore "McLintock" badges advertising the picture as coming to the Midway. Also, out at Old Tucson with each admission they passed out "McLintock" badges plugging the picture and the Midway. Opening night of the film, the old Tucson Gunfighters were again at the drive-in and put on a different and much



Ewart Edwards, manager, Midway Drive-In, Tucson, Arizona, recently had the "Gunfighters Of Old Tucson" stage a live gunfight as an added attraction during his showing of United Artists' "McLintock" in a co-op stunt with a local amusement park.

more elaborate gun-fight at intermission. They performed in front of the screen, which was lit up with spotlights. As the feature ended we invited the people to get out of their cars over the public address system; and walk to the front of the screen. A portable public address system was used to describe the events taking place. We also had two giant search-lights at the entrance of the drive-in. "McLintock" specials were featured in the snack bar. The gunfight was included in all regular advertising and "Old Tucson" in their display ads urged people to see "McLintock" at the Midway, and then see where it was filmed at Old Tucson. During the run of the picture we passed out at the boxoffice two-for-one passes good for admission at Old Tucson. We had a terrific three week engagement despite some bad weather during the run.

CARL MILLER, manager, Hollywood Cinema, Portland, Oregon, arranged a unique contest to open his north-west premiere of Stanley Kramer's "It's A Mad, Mad, Mad, Mad World." He effected a tie-up with the Lloyd Center, the world's largest shopping center located in the heart of Portland, whereby some 40 stores in the center each ran a display ad in The Oregon Journal. Each of the display ads featured a photograph of one of the films' stars; and readers of the widely circulated newspaper were asked to identify



This throng in the lobby of the Criterion, New York, resulted when amateur painters were invited to depict Murray, The K, prominent Gotham disc jockey, in a stunt in connection with the showing of 20th-Fox's "Take Her, She's Mine," in which Sandra Dee tries her hand, among other things, at painting.

the stars for prizes and received guest tickets to see the picture. The top prize consisted of a "party" in which the winner was treated to a bus trip for himself and guests to and from the theatre. The Portland Traction Company provided a new charter bus holding some 30 guests. The bus called for the winner's guests at his home, took them to the theatre and returned them home after the showing. In addition, the guests were treated to popcorn and soft drinks on the bus on the way to the theatre. The promotion was covered in the newspaper with photographers taking pictures of the arrival at the theatre. Two-fold publicity resulted. The newspaper promoted the special Lloyd Center section ahead of its running with display ads and news releases suggesting that readers watch for the section and the contest. The section itself was filled with plugs for "Mad World"; and the newspaper again featured a photo and release on the arrival at the theatre. Runner up prizes were promoted record albums; and passes, which the newspaper purchased.

FRED MC HAM, manager, Trans-Texas Theatres' Strand, Wichita Falls, Texas, recently utilized many tried and proven exploitation stunts in his campaign on Columbia's "The Running Man." On KAUZ-TV 31 one-minute spots starting the Sunday in advance of showing and continuing through Saturday of the run, were used. A radio contest called "Soundtrack" was used on radio KTRN. In this recorded portions of the film were used to make up scenes from the movie. These were aired, one per hour, to make up the complete scene. Then, listeners who could guess what the scene was about, won courtesy passes. This resulted in 40 gratis spots for the passes. Ten one-sheets were posted around town; and a six-sheet was out front in our big picture window weeks in advance. Stencils were used on all street corners as a safety slogan: "The Running Man Lives Dangerously" . . . Cross On The Green Light and Live Longer . . . See "The Running Man" at the Strand. News agency trucks which make many of the counties in the area of both Texas and Oklahoma were bannered. Small cards were used in plastic holders and placed on each of the tables in the Piccadilly Cafeteria. This was tied in with National Restaurant Month and used during the run of the film. A tie-in was made with a travel agency with the accent on Spain. A tie-up was made with the classified section of the morning and evening newspaper. This consisted of a banner across the top of the page tying in "The Running Man" with their O. Howie Hustles, the want-ad man. Names of readers were published in the want ads and the lucky readers picked up their two passes to the theatre. The newspaper also ran a free ad on the picture with signature and date. This was gratis in return for the passes.

### Fashions Help "Carpetbaggers"

Carroll Baker, star of Joseph E. Levine's "The Carpetbaggers," is spotlighted with a full-page color fashion layout in the December issue of Ladies' Home Journal.

Full credit is given the Embassy-Paramount co-production.

**EXPLOITATION**—an encyclopedia of useable exploitation stunts—is published every other week as a section of Motion Picture Exhibitor.

**For Theatre-  
Tested and Approved**

**THEATRE  
FORMS  
AND  
SYSTEMS**

**write to  
Exhibitor**

**Book Shop!**

Actual sample sheets  
of all "Plus Services"  
will be sent on written  
request



# CLASSIFIED ADVERTISING

Fifteen cents per word (include name or initials, box number and address in count). Minimum 10 words. No cuts or borders. 4 insertions for price of 3. Cash with copy. Closing date: Wednesday noon preceding date of publication. Advertising orders and replies to box numbers should be addressed to: Motion Picture Exhibitor, 317 N. Broad St., Phila., Pa. 19107. (Help and Situations Wanted advertising not accepted. See "A-Man" CORNER on this page.)

## BUSINESS BOOSTERS

BINGO CARDS DIE CUT! 1, 75-500 combinations. 1, 100-200 combinations. Can be used for KENO \$3.50 per M. PREMIUM PRODUCTS, 339 West 44th St., New York 36, N. Y.

## SPEAKER CONES

DRIVE-IN THEATRE SPEAKER CONES BAD? Mail one to us for FREE service; no obligation. Guaranteed Weather-proof. WESTERN ELECTRONICS CO., 3311 Houston Avenue, Houston 9, Texas

## THEATRES FOR SALE

FOR SALE OR RENT: Modern Nine Hundred Seat Theatre, including liquor store. Money-maker for owner-manager, same owner thirty years. Must sell on account of illness. Price very reasonable. Reply directly to BARNUM THEATRE, 1830 Barnum Ave., Bridgeport, Conn.

LONG TERM LEASE in top money making area in New York City. For sale, inquire BOX 264, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

## THEATRE SEATING

COMPLETE SEATING SERVICE. Sewn cushion and back covers. New cushion, parts. Chairs rebuilt in your theatre without interruption. MASSEY SEATING COMPANY INC., 100 Taylor Street, Nashville 8, Tennessee.

## USED EQUIPMENT

750 THEATRE SEATS to highest bidder. BOX 381, Camden, N. J. 609 WO 3-1691.

## WINDOW CARDS

WEEKLY THEATRE and drive-in cards, 100-14 x 22-\$7.00 F.O.B. All colors. Other prices and sizes on request. WINDEX DIVISION, E. A. Underwood Printing Co., 533 N. 11th St., Phila. 23, Pa.

## FORMS AND SYSTEMS

For the Best in THEATRE-TESTED and APPROVED FORMS and SYSTEMS . . . EXHIBITOR BOOK SHOP, 317 N. Broad St., Philadelphia, Pa. 19107.



Theatre managers . . . assistant theatre managers . . . theatre advertising and publicity men . . . film buyers . . . film bookers . . . circuit executives . . . maintenance and equipment engineers. If you\* are looking for a job . . . or if you\* are looking for a man . . . just describe your needs in 25 words or less and send to "the A-Man Corner." Add your name and address: Name and address will be published unless a box number is requested. All such "classified ads" will be published in three consecutive issues and then dropped. If success does not crown on original effort, it can be repeated through a new application after a 60 day interval.

This completely new EMPLOYMENT SERVICE is available to ALL theatres without reservation. It is not necessary to subscribe to MOTION PICTURE EXHIBITOR to avail yourself of this service. No other industry trade paper offers it! And it is completely FREE!

\*A (WO)MAN is also welcome . . . but in this preponderantly male business, she should specify her sex.

YOUNG MARRIED MAN, experienced in drive-in and indoor theatres, seeks employment in growing chain. Prefer indoor house. Now employed. BOX A18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE MANAGER, 25 years same circuit N.Y.C., now living in North Bergen, wishes to relocate in Bergen County. References, sober, family man. BOX B18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

DISTRICT MANAGER available for indoor and outdoor theatres. Can supply excellent references. Exceptional experience in the concession. Age 39 with twenty two years in the business. Write BOX A1218, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

THEATRE MANAGER AVAILABLE, 42 years old, Must be a permanent job. 25 years experience all phases. Hard-working manager. BOX B1225, c/o M. P. Exhibitor, 317 N. Broad St., Phila., Pa. 19107.

NEEDED: Managers with indoor and drive-in experience. Excellent opportunity for aggressive showmen wanting permanent position with fast growing Midwest circuit. Send complete résumé, photo, and salary requirements. BOX C1225, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

DISTRICT MANAGER, presently employed Washington, D. C. exchange area, would like better opportunity. BOX D1225, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

MANAGER, 16 years with Century Theatres, now retired, wants position as assistant or relief manager. Highest references. BEN MINDLIN, 83-20 98th St., Apt. 5-D, Woodhaven 21, L. I., N. Y. (1225)

MANAGER, long and varied experience in successful management of large and small theatres, deluxe and neighborhood. Married, sober, settled. Eastern states. BOX C18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

WANTED NOW! Experienced managers for new indoor theatres. Excellent opportunity in growing area of New York State. Give experience, references and salary desired. BOX D18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

EXPERIENCED, YOUNG Drive-In Manager and maintenance supervisor seeking chance to prove himself. Can supply excellent references from present employer. BOX E18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

I CAME, I saw, I was conquered! Aggressive professional manager wishes to relocate West Coast. 17 years first run experience, prefer art theatre, but will consider all. BOX F18, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

SHOWMAN, 25 years experience all phases, 44; Roxy, Cinerama management; film company exploitation, Philadelphia, New York, New England, California, South. Will relocate. Excellent references, appearance. BOX A1225, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107, or call Atlantic City 344-3511.

EXPERIENCED, AGGRESSIVE, promotion-minded manager wanted for lower Delaware Drive-In. Year 'round employment, long-term career with established circuit. Send full details, experience, references. All replies strictly confidential. BOX B1218, c/o M. P. EXHIBITOR, 317 N. Broad St., Phila., Pa. 19107.

Now Available!

The NEW

1964-65

"Pocket-Size"

DATE BOOK

for the full year

starting JUNE 28, 1964

Price: \$1.00 per yearly set of sheets, without binder

Binder for Date Book \$1.30



Also available

Large Size (9x12)

Undated Sheets - - -

\$.50 for 52 pages



PLEASE NOTE:

The above, and other Forms and Systems are designed and stocked for subscribers only, and will not be sold to anyone else!

Address all Correspondence to— **The A—MAN Corner**

(Motion Picture Exhibitor  
317 N. Broad St., Phila., Pa. 19107)

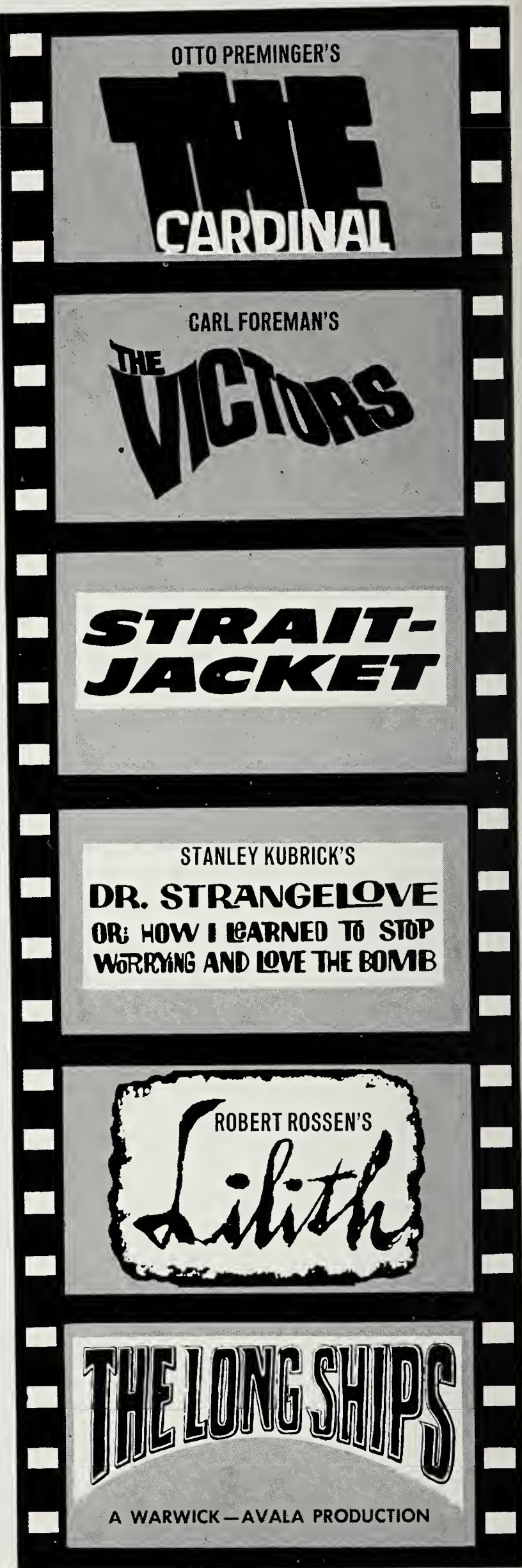


# NSS

TAKES EXTREME  
PLEASURE IN CONGRATULATING



AND EXTENDS ITS BEST WISHES  
FOR A MOST AUSPICIOUS CELEBRATION OF  
40 YEARS OF SERVICE TO THE INDUSTRY.



## National Screen Service

IS PROUD TO SERVICE SHOWMEN WITH ALL TRAILERS AND ACCESSORIES  
ON COLUMBIA'S CURRENT AND 40TH YEAR OF RELEASES, INCLUDING • UNDER THE YUM, YUM TREE • THE CARDINAL • THE  
VICTORS • STRAIT-JACKET • DR. STRANGELOVE, OR: HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB • LILITH • BE-  
HOLD A PALE HORSE • HEY THERE, IT'S YOGI BEAR • THE LONG SHIPS • LORD JIM • GOOD NEIGHBOR SAM • MAJOR DUN-  
DEE • THE NEW INTERNS • THE TRAVELING LADY • THE PUMPKIN EATER • PSYCHE 59 • FIRST MEN IN THE MOON • AND OTHERS.



















Scanned from the collection of the  
Karl Thiede

Coordinated by the  
Media History Digital Library  
[www.mediahistoryproject.org](http://www.mediahistoryproject.org)

Funded by a donation from  
Richard Scheckman



